

Bringing the World to You Global Economic Outlook

The Lehigh Valley's Premier International Conference

*Sponsored by Lehigh Export Network, Lehigh University SBDC, Centric Bank,
AGEX Financial, Lehigh Valley Economic Development Corporation,
Fitzpatrick Lentz and Bubba, and the World Trade Club of the Lehigh Valley*



SBDC
Small Business Development Center
Lehigh University
College of Business and Economics

Lehigh University
Small Business
Development Center
416 E. 5th Street
Bethlehem, PA

Meet with PA Trade Representatives covering:

Arab Gulf Region (UAE, Bahrain, Oman, Kuwait, Qatar), Australia/New Zealand, Canada, China, Central/Eastern Europe (Czech Republic, Belarus, Bulgaria, Croatia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovak Republic, Slovenia, Ukraine), Germany (Austria, Switzerland, Italy), India, Middle East Region (Israel, Egypt, Greece, Jordan, Turkey), Mexico, Netherlands/Belgium, Saudi Arabia, Singapore/ASEAN (Indonesia, Malaysia, Philippines, Thailand, Vietnam), South Korea, Taiwan, and United Kingdom (Denmark, Finland, Ireland, Norway, Sweden)



These PA overseas trade representatives will be available to meet with Lehigh Valley companies to assist with:

- 1) Determining the marketability of a product;
- 2) Agent/distributor search;
- 3) Identifying relevant trade events;
- 4) Providing support at trade events;
- 5) Providing support with potential partner meetings;
- 6) Reviewing marketing materials;
- 7) Market research reports;
- 8) Assistance with market entry strategy

Monday, September 11, 2017
Ben Franklin Tech Ventures
116 Research Drive, Bethlehem, PA 18015
4th Floor Conference Area
\$50 per person



Workshops will be running concurrently throughout the day, with the one-on-one trade rep meetings. Breakfast and Luncheon program will feature presentations by Don Cunningham with Lehigh Valley Economic Development Corp., and Frank Gunter, PhD, Professor of Economics at Lehigh University.

Itinerary:

- 8:15 am Registration
- 8:30 am Breakfast Program "Regional Economic Outlook"
- 10:00 am PA Trade Rep mtgs and concurrent workshops
- 12:00 pm Luncheon Program "Global Economic Outlook"
- 2:30 pm PA Trade Rep mtgs and concurrent workshop

To receive your Registration form, please contact: cll4@lehigh.edu or call 610-758-3980



Lehigh University SBDC, funded in part by the U.S. Small Business Administration, offers a variety of educational programs designed to meet different needs of small businesses. Participants receive valuable information, recommendations, research ideas, and are able to network with other entrepreneurs and meet seasoned professionals from the business community. "Funding support and resources are provided by the Commonwealth of Pennsylvania through the Department of Community and Economic Development; through a cooperative agreement with the U.S. Small Business Administration, D.O.D Defense Logistics Agency, and through support from Lehigh University. All services are extended to the public on a non-discriminatory basis. Special arrangements for persons with disabilities can be made by calling 610-758-3980. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA."