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Unlocking Global Opportunities

Wednesday, May 9, 2018 – Pursuing opportunities in global trade can be daunting. Attend this conference to gain practical tips to move your company from planning to action. Below is information about two great sessions that you don't want to miss!

9:45 AM Session: Global E-Commerce: The Great Equalizer

Learn from E-Commerce experts and international company leaders who have built substantial business revenue through global E-Commerce sales, both B2B and B2C. Take away tactical tips and learn how to execute your E-commerce strategy, from global demand generation, to website localization, to the platforms best suited to your products and customer base.

- The Global E-Commerce Marketplace: Successfully penetrating E-Commerce in China and E-Commerce platform for SMEs. Sidney Stone, Alibaba, Inc.
- International Online Marketing & Website Localization: How do websites help exporters? A Look at selecting a web address, SEO, web hosting and localization and Informational vs. transactional websites. [John Worthington](#) and [Samantha Soffici](#) - IBT Online
- E-Commerce: A WI Company Perspective Best practices for an International on-line strategy, Issues/obstacles vs. success/growth and Business Impact of E-commerce

1:45 PM Session: Transportation: Enhancing Wisconsin's Competitive Advantage

Wisconsin food and agricultural companies have limited options when it comes to transporting products internationally. This session will examine strategies to improve the logistics of Wisconsin's exports.

Using case studies, panelists will discuss alternatives and best practices in food, beverage and agricultural transportation. Attendees will gain an understanding of how food companies can better transport product to market – whether through cold chain, leveraging rail, and/or maximizing value.

Panelists:

- Libby Ogard: Prime Focus LLC (Moderator)
- Peter Hirthe: Senior Trade Development Representative, Port of Milwaukee
- Diane Mitchell: Senior VP Sales/Marketing, RGL Logistics

- Bo Delong: President, The Delong Company
- Owen Zidar, Senior VP Strategy & Customer Development, Watco

REDUCED REGISTRATION FEE AVAILABLE:

First-time attendees may register at a discounted rate of \$100, courtesy of a grant from the Wisconsin Economic Development Corporation. Just choose **WEDC Grant Recipient** when registering.

Register here: <http://www.wisconsintradeconference.org/event-info/>.



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