



Export University Export 201- Website Globalization

If you have a website that you use to market your company internationally, you will want to participate in this seminar.

This one-day program will give you detailed information about how to develop a website that attracts business from around the world, how to avoid cultural pitfalls in designing your website, the resources available to assist you to design a website that best represents your company to global buyers, and how to use the internet to sell your products and services globally.

Featured Speakers:

- Tom Robinson, Vice President, ERD, Ltd.
- Jorge Arce, Sr. Int'l Trade Specialist, US Commercial Service
- Brandon Facher, Client Liaison, Choice Translating
- Justin Seibert, President, Direct Online Marketing

When: June 4, 2015

Registration – 8:30 am

Program – 9:00 am. to 4:00 pm

Where: A-B Tech – Enka Campus
Haynes Conference Center
Room 128
1459 Sand Hill Road
Candler, NC 28715

Learn from Website Globalization Practitioners:

- How to “localize” your website
- What languages you should use
- What images should you NOT use
- What resources are available to assist
- *Should* you use Social Media to market your company globally

Cost: \$95.00 (includes continental Breakfast, lunch and course Material)

Who Should Attend?

- Companies that are currently exporting but want to better market their companies through their websites.
- Companies that are new to exporting and need to learn more about using their websites to sell internationally.

How to register: <https://www.regonline.com/exportuniversity201websiteglobalization>

For more information: Please contact Juanita Harthun at 704-333-4886 ext. 224, or email at Juanita.Harthun@trade.gov or Stephanie Heckel at 336-333-5345 or at Stephanie.Heckel@trade.gov.

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