

INTERNATIONAL BUSINESS OPPORTUNITIES: 3 SUCCESS STORIES

Tuesday, May 25, 2010
7:30am - 10:00am

HSBC Bank - The Hexagon Center, 452 Fifth Avenue, New York, NY

This event is open to CEOs, CFOs, Owners and senior decision makers of small to medium sized businesses with annual revenue between \$1MM to \$30MM with international operations or international business interests.

Free event. More information at
www.nyreport.com/internationalbiz

PLEASE NOTE : Since OWIT-NY is an event partner, registration is free to those who sign up despite not being a "CEOs, CFO's, owners and senior decision makers of small to medium sized businesses with annual revenue between \$1MM to \$30MM."

There are many uncertainties today with international markets, particularly for U.S. small businesses. It is hard for a small business owner to think about expansion when they have to think about external factors that could have a negative impact on their business, such as currency fluctuations, trade import / export issues and more.

During this special breakfast event, participants will hear from three successful business owners on how they have been able to expand and grow overseas (import, export and services) and handle the conditions of international markets.

Attendees will learn:

- How they evaluated the opportunities
- How they penetrated the market
- How they identified the right partners
- How they managed the necessary elements to secure success as it relates to currency, working capital, payment and performance risk

Participants will take away specific steps necessary to successfully navigate the uncertainties of international expansion and build and/or enhance their company.

Expert Panelists:



Tom Brown
Head of Production
Little Airplane Productions



Jordan Finger
Founder & CEO
Ardis Health



Rhona Sutton
Founder
RhonaSutton.com