



NEWS RELEASE

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**For immediate release
April 6, 2000**

Hoosier international company manager to speak at next Tri-State World Council meeting

Phil Young, general manager of the Fabricated Products Division of Bridon American Corporation, will discuss how his company competes in the world market place at the next luncheon meeting of the Tri-State World Trade Council from 11:30 a.m. to 1 p.m. on Thursday, April 20, in University of Southern Indiana's Carter Hall, University Center.

Located in Oakland City, Indiana, this division of Bridon International, which has ISO 9000 certified manufacturing facilities located in the United States, United Kingdom, New Zealand and Malaysia, is the largest wire rope manufacturing company in the world. The company produces wire rope, boom supports, and assemblers that are used on giant draglines, shovels, cranes, and oil drilling rigs. In addition, Bridon manufactures structural assemblies used for suspended roofs, cable-stayed bridges, and tower guys.

Young will describe how this small firm successfully markets, sells, and services its products throughout the world; going head-to-head against strong competitors. His remarks will include:

- What it takes to be successful in an export business.
- The location factor – how important is location in international trade?
- Some lessons his firm has learned and is continuing to learn while engaging in international commerce.
- Comments about manufacturing and competing in the global marketplace that might be useful to any firm considering exporting.

The Tri-State World Council, which meets on the third Thursday of each month, invites area businesses to share their experience in international markets. The Council provides networking opportunities, trade-related information, and educational events to raise awareness of the importance of trade and serve as a resource for tri-state firms entering the global marketplace.

The council is an affiliate of USI Extended Services. For reservations, call 812/464-1864, fax 812/465-7061; e-mail extserv@usi.edu. The luncheon cost is \$8.50 by April 18; \$10 at the door.