



NEWS RELEASE

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South American exporting opportunities will be focus of workshop

The Tri-State World Trade Council will host the workshop "The ABC's of Exporting to South America" from 8:30 a.m.-11:30 a.m. on Tuesday, June 27, in the University Center, room 201 at the University of Southern Indiana. Regency Properties Services LLC will provide a continental breakfast.

The workshop will provide an overview of exporting opportunities in Argentina, Brazil, and Chile followed by concurrent sessions when area businesses can meet with Indiana's trade representatives from these three countries. Firms are encouraged to bring catalogues and descriptive materials of their products so they can discuss the potential for their products in these fast growing economies.

Presenters will be Dr. Jorge Vallmitjana, from Argentina who has done post graduate studies in international law and the petroleum industry; Jose de Almeida Maciel Neto from Brazil, an attorney with international law experience in Brazil and the United States; and Carol Heitmann from Chile, an electrical engineer who has earned master's degrees in engineering, oceanography, and an M.B.A. from U.S. and Canadian universities. These Indiana representatives provide agent/distribution searches, trade mission coordination, marketing, and trade advise for promoting U.S. products and services in their respective countries.

This workshop is part of a program series offered by the Tri-State World Trade Council that seeks to encourage international trade within firms from this area. Trade Council workshops provide an opportunity to learn from the first hand experiences of those who know the economies of these dynamic nations and understand the potential markets for Indiana products. The Council is an affiliate of the USI Office of Extended Services.

For reservations call 812/464-1864, fax 812/465-7061, or e-mail extserv@usi.edu by Tuesday, June 20.