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SECOND ANNUAL THE AMERICAS BUSINESS FORUM

Creating Jobs through Exports

Highlighting emerging markets in the Western Hemisphere

MARCH 3-4, 2010

UCLA – Covel Commons • 330 De Neve Dr. • Los Angeles, 90095

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Forum highlights:

- ▶ Country briefings and best practices workshops
- ▶ Speakers include seasoned international executives and prominent scholars
- ▶ One-on-one meetings about business and export opportunities with U.S. Commercial Officers stationed in 14 countries in the Western Hemisphere

COUNTRY BRIEFINGS & BEST PRACTICES CONCURRENT SESSIONS INCLUDE:

- ▶ ARGENTINA & URUGUAY
- ▶ BRAZIL
- ▶ CANADA
- ▶ CHILE
- ▶ COLOMBIA
- ▶ COSTA RICA
- ▶ DOMINICAN REPUBLIC & THE CARIBBEAN
- ▶ ECUADOR
- ▶ EL SALVADOR
- ▶ GUATEMALA
- ▶ MEXICO
- ▶ PANAMA
- ▶ PERU
- ▶ VENEZUELA
- ▶ FINANCIAL MANAGEMENT
Pricing your Products for Exports, Trade Finance
- ▶ GLOBAL MARKETING & ADVERTISING
- ▶ IMPACT OF LANGUAGE & CULTURE
- ▶ LOGISTICS & SUPPLY CHAIN MANAGEMENT
- ▶ LEGAL ISSUES IN GLOBAL MARKETS
Protection of Intellectual Property Rights,
Sales & Distribution Agreements
- ▶ ORGANIZING YOUR EXPORT OPERATIONS
- ▶ U.S. AND FOREIGN COMMERCIAL SERVICES

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