

CCABS  
Westminster College

2008  
International  
Business Series



**Prof. Christopher Tong**  
Director, Westminster  
College Center for China-  
America Business Studies



**John Catalano**  
President, Catalano &  
Co. llc - Management  
Consultants

Presented by

**Westminster College CCABS and Catalano & Co.**

# An Uncertain World

Westminster College's Center for China-America Business Studies and Catalano & Co. Management Consulting invite you to participate in "An Uncertain World," a series of three business events designed to increase your Utah business' international presence. You will receive specific trade tips and how-tos from experts in the field.

## **Internationalize Your Business: Going Global in Two Easy Lessons**

**Mondays, May 5 and 19 Only \$59 for two sessions. Continental breakfast included.**

These two, 3-hour consecutive jam-packed seminars focus on making exporting and global sourcing part of your everyday business. Topics will include identifying sourcing and distribution partners, finance, marketing, branding, packaging, logistics, customs regulations and more. For small to mid-sized businesses, this is an extension of Catalano & Co.'s recent "Importing the Right Way" seminar. Mr. Catalano believes that if you are not importing, you are losing margin to competitors who are, and if you are not exporting, you are losing perhaps half of your sales.

## **The ABC's of Expanding Your Business: The Case of China**

**Friday, June 27 \$99 Breakfast and lunch included.**

Are you exploring setting up a business in China? Learn the basic but crucial information on how to expand your business in China in four main areas: (1) legal, (2) financial, (3) local government relationships, and (4) agency. This full-day seminar will be led by Dr. Christopher S. P. Tong, Professor of Economics and Director of the Center for China-America Business Studies (CCABS), and other domestic and Chinese experts who possess impressive practical experience in the four areas being discussed.

## **International Business Connection Forum: Making Things Happen**

**Friday, August 22 \$199 per person. Breakfast and lunch included.**

A full day executive program focused on current trends and best practices for Utah global businesses. Build your global business by learning from and with your Utah global business colleagues. The program will include speakers representing business, Westminster College, the State of Utah, the World Trade Center of Utah and planned international trade representatives.

Each event will feature case studies as well as expert speakers, including the World Trade Center of Utah and the Governor's Office of Economic Development. Westminster College Certificates of Completion will be awarded to all participants.

**Space is limited at each event. For additional information, please call Dr. Christopher S.P. Tong 832.2630, John Catalano 879.0007 or visit <http://jccatalano.com/uncertainworld>**



Center for China-America Business Studies  
Bill and Vieve Gore School of Business  
Westminster College  
1840 South 1300 East  
Salt Lake City, UT 84105  
801.832.2630

