WESTMINSTER
SALT LAKE CITY • UTAH

CATALANO & COMPANY

DRAFT Feb 14, 2008

2008 International Business Series

Internationalize Your Business – Going Global in Three Easy Lessons

- Focus: Getting Started, Understanding the Maze
- Target: Small to Medium-size Business
- Date: April/May
  - Three, 2-hour mornings
- **Week One – Welcome and Intro**
  - Case Studies/Success Stories
  - Readiness
    - Legal
    - Financial
  - Identify Partners
- **Week Two – Exporting**
  - Market Analysis
    - Demand
    - Competitors
    - Distribution
  - Logistics
  - Packaging
    - Package for Local Culture
  - Marketing
    - Advertising
    - PR and Trade Shows
    - Monitoring, Local reps
  - Trade Representatives
- **Week Three – Sourcing**
  - Identify Vendors
    - Regional China, India, SE Asia,
    - Product Evaluation Steps
    - Trade Shows
  - Identify Support Services
    - Monitoring
      - Local reps
  - Manufacturing
  - Logistics – Packaging, Crating and SHipping
  - Trade Representatives

The ABC's of Joint Venturing – Partnering for Service and Profit

- Focus: How-to, Partnerships
- Target: Legal/Accounting/Construction/Professionals
- Date: September
  - Full Day
- **Agenda**
  - Welcome and Intro
  - Case Studies/Success Stories
  - Identify Market Need
  - Identify/Evaluate Partners
  - Lunch
  - Generate Business
  - Relationship Maintenance
  - Ongoing Activities/Measurements

International Business Connection Forum – Making Things Happen

- Focus: Big Picture Connections, Current, Future
- Target: Large Business, Government, C-Level, Planners
- Date: November
  - Two-day
- **Day One Program**
  - Welcome and Intro
    - Role of Westminster Center
    - Role of GOED and WTCUT
  - Overview / Forecast
    - Global Economics
  - Chinese Govt. Rep
  - Canada Govt. Rep
  - Lunch
  - Breakouts
    - Best Practices
    - ??
  - Networking Reception
- **Day Two Program**
  - Europe Govt. Reps
  - Supply Chain Advances
  - Action Items
    - Make New Appointment with Someone You Met Here
  - ??