

From the Desk of David Vennie



INTERNATIONAL TRADE

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The International Trade Committee will continue its great emphasis on fostering a think tank for our members who are looking to grow their businesses outside the borders of the United States. This includes a global market update, a focused discussion into one particular area of the world, and a guest speaker with expertise in different facets that can help companies drive action to getting your company set up to sell internationally.

For the Minneapolis meeting, as always we will kick off our meeting off with a fun ice breaker so the entire group gets to know each other, have some fun, and get the energy levels up after the long lunch break.

For the next 45 minutes we will have our guest speaker, Chris Gauron, the founder of Rankcrankers, entertain the group. Rankcrankers, founded by Chris in 2009, is one of Minneapolis's leading SEO and SEM companies and a Google Premier Partner. Chris and his team are going to discuss with the group on how utilizing Google, SEO, SEM, and other techniques, you can expand your companies reach into any area of the world you believe your product has a market for. Setting up brick and mortar buildings, is no longer the only way to expand your business globally. By the end of the presentation, you will have ten solid take away items that you can utilize to improve your website and digital reach around the globe.

After our guest speaker, we will have a brief overview of the global market, who is up and who is down, and where are the best places right now to spend your money and time.

Lastly, from our last meeting we will spend some time getting together a list of the what our team believes are the best trade shows around the globe and figure out how we share that list with the rest of the organization.

Join us in Minneapolis at the International Trade Committee, where you are certain to learn more about Google and helping your business in one hour than you have your entire life!

Regards,

David Vennie
Worldwide Power Products
2017 EGSA International Trade Committee Chair