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World Trade Center Kentucky and University of Louisville set Business Students up for Success

Louisville, Ky – (May 29, 2018) The World Trade Center Kentucky (WTC-KY) was invited by the University of Louisville to teach the fundamentals of international business for their MBA programs. The purpose of this program was to prepare students to tackle the opportunities and challenges in international business. For this four-day program, the WTC-KY staff, along with local company representatives, provided instruction on international sales contracts, global market research, export/import compliance and international trade finance. In addition, the students were able to learn about the potential career paths in international business from industry leaders. Edwin Webb, CEO and President of WTC-KY International Education Center stated, “The World Trade Center Kentucky was honored to work with the University of Louisville and its leadership at the College of Business. Dr. Richard Germain and Vernon Foster’ vision for the college’s MBA program and their support of our trade education programs is a win for it’s students and for current or future employers in our State and region”.

The WTC-KY was impressed by the students’ active participation in discussions and case studies. From the student feedback, it appears that the students gained significant knowledge and are excited about the opportunities in the global marketplace!

Thank you for a great week and wonderful class. It was a fun opportunity to learn from so many interesting minds throughout the city who have a global perspective. I really appreciate the perspectives you brought into our classroom. Thank you for the wonderful week!

Thank you very much for an informative international business seminar. I was thoroughly impressed by the richness of experience and professionalism of the presenters.

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About World Trade Center Kentucky:

The World Trade Center-Kentucky (WTC-KY) serves as a catalyst for trade and economic development through innovation, education, trade advisory services and international business missions. For more information, contact the World Trade Center Kentucky at 502-574-2400, or visit our website at www.wtcky.org.

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