



Jay and Patty Baker
School of Business
and Technology
International Trade
and Marketing

BaruchCOLLEGE
ZICKLIN SCHOOL OF BUSINESS

Weissman Center For
International Business

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DISTRICT EXPORT COUNCIL

Navigating the Evolving Tariff Landscape & Developing Mitigation Strategies

Thursday, 22 May 2025 12:30 p.m. - 2:00 p.m.

VIRTUAL

FREE - pre-registration required

Tariff Mitigation: Know the Law, Know Your Options

Our distinguished speaker will talk about how companies are navigating the evolving international trade landscape.

The discussion will focus on:

- Tariff engineering – what is it & how does it work?
- Strategic & alternative sourcing
- Foreign Trade Zones – how and why
- Case studies showcasing top solutions that companies are interested in and have been implemented since tariffs became an issue.

Attend this session to understand the impacted categories, products and processes together with the options for mitigation and how you can bolster your supply chain for the long run.

Our Speaker



35-year seasoned executive of global trade and international business. Author of 21 books on international business operations and overseas development.

Thomas Cook

Managing Director, Blue Tiger International

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