

Successful Strategies in a Global Economy

A Blueprint for Small and Medium Manufacturers (SMMs)

To survive in the global economy, manufacturers today have to go beyond just making a good product -- they have to transform key aspects of their business to gain competitive advantage. To keep pace with this new environment, manufacturers need to consider fresh strategies, from lean management costs to overseas sales expansion.

The U.S. Department of Commerce, National Association of Manufacturers and TechSolve have developed one-day program for manufacturers that focuses on reducing internal / external costs while expanding your sales overseas.

Industry and government experts will provide hands-on advice on **both defensive and offensive strategies**, including:

- Strategies for Competing Against Low-Cost Producers
- Structural Costs: What You Can Do Now to Protect Your Future
- Manufacturing in America: Addressing the Challenges
- Why SMMs Must Look Beyond U.S. Borders
- Global Opportunities: Case Studies on How to Export
- Go on Offense: Establish a Successful Export Program!

Commerce Department trade specialists are eager to help you develop an aggressive export plan.

CHECK THIS BOX if you are interested in scheduling a future meeting with a trade specialist

In cooperation with
Congressman Rob Portman,
Ohio's 2nd District



Date and Time:

Monday, May 10, 2004
9:00 a.m. – 3:00 p.m.
Registration begins at 8:30 a.m.

Location:

Montgomery Inn Banquet Center
601 East Pete Rose Way
Cincinnati, OH 45202
Tel: 513-852-6735

Promoters:

Dayton Area Chamber of Commerce
Greater Cincinnati Chamber of Commerce
Miami Valley International Trade Association
N. Kentucky International Trade Association
Northern Kentucky Tri-Ed
Southern Ohio District Export Council

Registration



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Register today! Please make payment to SODEC, in the amount of \$75 (cash or check only).
Please send the following information via mail, e-mail or fax by May 3, 2004.

Registration materials, breakfast, and lunch will be provided

Southern Ohio District Export Council • ATTN: David Farley
36 E. 7th Street, Suite 2650 • Cincinnati, OH 45202
e-mail: David.Farley@mail.doc.gov • Tel: (513) 684-2944 • Fax: (513) 684-3227

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