



EXPORT PROMOTION SYMPOSIUM **Fueling Economic Growth Through Exports**

Save the Date!

March 23, 2005
7:45 AM – 12:30 PM

Washington State Convention and Trade Center
800 Convention Place
Seattle, Washington 98101

Join King County and its partners, the Trade Development Alliance, the Economic Development Council, the U.S. Export Assistance Center, the Washington Council on International Trade, and the Washington State Department of Community, Trade and Economic Development to launch the second of these dynamic gatherings where renowned export professionals will share the freshest thinking on export trends and opportunities.

The 2005 Export Promotion Symposium is made possible in part by a grant from the U.S. Economic Development Administration.

- The half-day **Export Symposium** brings together business leaders, government officials, and trade specialists to underscore the benefits and ease of exporting for businesses throughout King County.
- Representatives from **manufacturing companies and software firms** will discuss sector trends in exporting, identify global opportunities, and offer advice on how companies can be more competitive internationally.
- An **Information and Resource Gallery** will showcase corporate sponsors and representatives from a range of exporting service companies including shippers, freight forwarders, international banks, and public and private export resource organizations.

Further information is coming your way!

THE LATEST NEWS:

- **Sponsorship Opportunities**
Interested companies are invited to become sponsors of this important economic development event. For more information, please contact Allison Clark, King County Export Promotion Coordinator, at 206-296-1939.
- **Media Sponsor: Puget Sound Business Journal**
Sponsors at the highest level will receive premium visibility and cost-effective advertising opportunities in a special *Puget Sound Business Journal* supplement.
- **Highlighting Manufacturing and Software Sectors**
Representatives from manufacturing companies and software firms will discuss sector trends in exporting, identify global opportunities, and offer advice on how companies can be more competitive internationally.
- **Projected Attendance**
200-300 attendees from a wide variety of industries are expected to attend this exciting and informative program.
- **Venue: Downtown Seattle**
The Washington State Convention and Trade Center will be the official venue for the 2005 Symposium.

THE EXPORT MENTOR PROGRAM

The Export Mentor Program nurtures the exporting capabilities of small and medium-sized businesses located in King County, enabling these firms to explore international market opportunities for their goods and services.

Over the course of a year, exporting-experienced companies serving as mentors offer guidance and support to protégé companies new to exporting. Working with their mentors, protégé companies actively research, develop, and implement an International Export Plan, gaining increased knowledge and receiving key advice about the exporting process.

At the conclusion of the program, a subsidized trade mission to an overseas destination is arranged for the protégé firm selected as the most successful exporting candidate.

The first Export Mentor Program was implemented in May 2004. Currently, eight companies are participating in the program, with freight-forwarding companies Lynden Air Freight and Pacific Shipping Company providing guidance and expertise on transportation and logistical issues.

If you are interested in participating in the Export Mentor Program in 2005, please contact Allison Clark for more information.

Here is what to look for in the coming weeks:



Attendees from the 2004 Export Promotion Symposium had these comments:

“This was an excellent event that explains how companies can get started in exporting.”

“Informative and well-organized. It was great to receive key resources on international trade and bring people in the trade community together.”

“This event was extremely educational and timely. I was also able to find interpretation and translation services for my company.”

“I thought the variety of speakers were informed and engaging. Since I am just getting started in exporting, I found the information to be particularly useful for first-time exporters.”