



International Business Center

**International Executive Leadership Series:
Strategies for Success in a Challenging Global Economy**

Tuesday – February 17, 2009

8:30 am – 11:00 am

Northern Kentucky Chamber of Commerce

This NKU International Business Center sponsored seminar series is ideal for CEO's and top level executives of growth-oriented companies who are engaged in or seeking more information about international trade. This workshop is the first in a series of workshops co-sponsored by US Commercial Service – Cincinnati, NKITA, and the Northern Kentucky Chamber that will provide participants with practical information that addresses how to use international trade as a strategy for business expansion during challenging economic times. Participants will also find out what local resources are available and new programs that will enhance their competitive advantage in the global marketplace. The workshop schedule is highlighted below:

8:30 – 9:00 am	Continental Breakfast & Networking
9:00 – 9:45 am	Entrepreneurial Strategies for International Business Development presented by Dr. Stephen Mueller, NKU International Business Center Director and Associate Professor of Entrepreneurship
9:45 – 10:00 am	Break
10:00 – 10:30 am	Overview of Certified Global Business Professional (CGBP) Program
10:30 – 11:00 am	Introduction to Local Resources

The seminar fee is \$25 per person which includes a continental breakfast and educational materials. For more information and to register for the workshop contact Kenza Khettouch at ibc3@nku.edu.



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