



in partnership with



A half day seminar offering a Practical guide to International Business

- **Globalization**
- **Outsourcing**
- **Export controls**
- **Recruiting and managing international business partners successfully,**
- **Working in different business cultures,**
- **Absorbing newly acquired business operations in other countries,**
- **Market opportunities in China, India, Europe, Australia, the Middle East, Japan and countless other countries**
- **Off-shoring**
- **Establishing subsidiaries**
- **Managing international growth,**

The list is endless as you consider growing your business internationally or wonder how to continue to expand it successfully. Now you have a great opportunity to get some practical help!

Pacific NorthWest Advisors in partnership with the Washington Technology Industry Association and the World Trade Club Seattle are offering a half day, 'how-to' seminar aimed at any company that is about to start on international expansion or, having already started, wants to avoid the pitfalls of International growth and continue to expand. At this seminar you will receive real-world, practical advice on how to begin and how to continue to expand your International business.

### Program

8.00 – 8.30am Registration and light refreshment

8.30 – 11.30am

- Why International business is important
- How International business is different
- How can a small – medium size technology company best employ their limited resources
- Setting expectations (internally and externally)
- The role of business partners (pro's and con's)
- How to get started
- What to avoid (common mistakes)
- What to do in the next 90 days

11.30 – 12.00 midday

- Question and Answer

### The Speakers

**David W. Bennett – Director of Global Software Industry and Services, PNWA and CEO of Excelerate Systems LLC** – David has over 25 years of International Business experience in high technology, most recently as International head of a \$400m IT Infrastructure software company. He led the doubling in size of the International business in 2 years through merger and acquisition. Integrating operations in over 20 countries. Previously he has held a variety of roles including Corporate Strategy, and Worldwide Channel Sales. He has been a regular speaker at Seattle events focused on International business for many years and has experience of doing business in over 50 countries.

**Donald W Vollmer – President PNWA.** For over 40 years, Don Vollmer has been involved in finance and marketing of international business services, both in the U.S. and overseas. His background includes overseas resident banking assignments in Frankfurt, London, Paris, and the presidency and directorship of the Paris-based merchant bank, Banque Ameribas, owned 60% by Bank of America. He was a project analyst with the World Bank, headquartered in Washington, D.C.

**C. Patrick Fleenor, Ph.D., Professor Emeritus, Management and International Business, Albers School of Business and Economics, Seattle University** Fleenor is co-author of eight management books and numerous articles. At Seattle University he has directed International Business Programs and taught graduate courses in international business policy and international business consulting. He has been a visiting professor at universities in England, Sweden, France, the Czech Republic, and Hong Kong. A Fulbright Grant recipient in 2002 as a consultant to the Economics University of Prague in the Czech Republic, Fleenor has lectured widely to management groups in the U.S., Europe and Asia. His current business activities include partnerships in businesses in China and Vietnam.

### Location

**The World Trade Center, 2200 Alaskan Way, Seattle, WA, 98121  
8.00am – 12.00 midday  
26<sup>th</sup> June 2008**

**The registration fee** is \$140. Please visit the PNWA web site for more details and on-line registration <http://www.worldtradeclub.net/pnwaregistration.aspx>

For more questions please call Don Vollmer, President PNWA on 206 275 3305 or email [International.Business@pnwa.com](mailto:International.Business@pnwa.com)

Don't miss out! Numbers are strictly limited!