



## **FOR IMMEDIATE RELEASE**

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### **Wilmington Chamber Teams with NC World Trade Association to Support Conference**

Wilmington, N.C. — The Wilmington Chamber of Commerce sees opportunities for local businesses to expand into international trade and is helping promote a new conference that can show them how to get started.

The First Annual North Carolina Foreign Trade Promotion Conference will be held November 14<sup>th</sup> from 8:30 am to 4:30 pm at Cape Fear Community College's Union Station in downtown Wilmington (502 North Front Street). The Chamber is partnering with the North Carolina World Trade Association-Cape Fear Chapter to help promote the conference. Chamber members will receive a \$25 discount off the \$75 conference registration fee.

"We live in a global marketplace, but many area businesses might not realize there could be a market for their goods and services internationally," said Wilmington Chamber Board Chairman Hal Kitchin (McGuireWoods LLP). "This conference is an opportunity to help our members explore these options, and for us to help connect them to the resources and experts at the NC Foreign Trade Promotion Council and World Trade Association."

Dr. John Hayes, President of the North Carolina World Trade Association, Cape Fear Chapter said, "The goal of this conference is to bring together the many public and private organizations that are engaged in global trade assistance with the business community, to coordinate our efforts across North Carolina in growing sustainable jobs through global trade." Dr. Hayes added, "The NCWTA is encouraged by our partnership with the Chamber and believe together we can grow the economy of SE NC."

Attendees will hear from speakers that include Brazilian Ambassador Mauro Vieira and North Carolina Secretary of Commerce Sharon Decker. Panel discussions will focus on federal, state and private resources for businesses interested in international trade, as well as a panel of local success stories in international trade.

For a full conference agenda and to register, visit <http://ftpc.eventbrite.com/> or contact Mim Hall at 910-452-5861 or [mim.hall@catlinusa.com](mailto:mim.hall@catlinusa.com).

#### **About the Wilmington Chamber of Commerce**

The Wilmington Chamber of Commerce is the largest membership-based business association in Southeastern North Carolina. The Chamber's mission is to ensure economic prosperity throughout our region. This is accomplished by: creating a diverse, inclusive organization that serves as a strong voice for businesses in the Greater Wilmington area; offering unique membership benefits, services and education; and challenging government officials to address long term community and business interests.

**About the North Carolina World Trade Association (NCWTA)**

The NCWTA promotes growth of trade between North Carolina and the world by providing education and networking opportunities and advocacy for Carolinians engaged in exporting, importing, and supporting global trade activities. NCWTA is all about “Growing North Carolina Companies Globally.”

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