



FOR IMMEDIATE RELEASE

March 18, 2014

Wilmington Chamber to Offer Free Seminar on How to Export

Wilmington, N.C. — The Wilmington Chamber of Commerce wants to help area businesses grow by looking at a market many don't consider: international. Many businesses may be missing an opportunity to expand and diversify, says Dr. John Hayes, Ph.D., president of the World Trade Association (WTA) and new executive director of the Foreign Trade Promotion Council that is focused on the southeast region of NC. Hayes, a veteran of the exporting industry, will conduct the seminar. His experience includes being the Executive Director of a nationwide Presidential program called "Export Now" from 1988-1990, which helped decrease the national trade deficit by 27%.

Selling Global: The Dollars and Sense of Exporting will take place Wednesday, March 26th from 1:00 pm – 2:30 pm at the Wilmington Chamber of Commerce (One Estell Lee Place, Wilmington). The class will be interactive and require class participation as the group logically thinks through selling attendees' products globally. The class will learn the basic skills and thought process to be successful in today's global markets and be aware of how to get the help they need to grow their business profitably.

The seminar is free to attend. Learn more and register at <http://www.cvent.com/d/54q24m/1Q> or contact Emily Fulp: 910.762.2611 x202 or fulp@wilmingtonchamber.org.

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.

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