



**AREAS of EXPERTISE\*:**

*(please check all that apply)*

- Assessing Product Potential
- Assessing Company's Export Readiness
- Costs & Revenues
- Distribution Methods / Channels
- Exhibiting at International Trade Shows
- Foreign Exchange
- Free Trade Agreements
- Government Assistance Sources
- Identifying Best Overseas Markets
- Intellectual Property Protection
- Joint Ventures, etc.
- Labeling & Packaging
- Legal Aspects of Exporting
- Licensing and Certifications
- Market Entry Strategies
- Market Research
- Methods of Payment
- Preparing Products for Export
- Pricing Strategy
- Regulatory Marks
- Shipping Documentation
- Tariffs
- Terms of Sale

***Please return this form by January 20, 2007 :***

The World Trade Center of Greater Philadelphia  
(Attn: Diana Melnichenko)  
Two Penn Center • 1500 John F. Kennedy Blvd.,  
Suite 305 • Philadelphia, PA 19102



*The World Trade Center  
of Greater Philadelphia  
provides a world-class portfolio  
of services that enhances  
international trade growth  
and leads the Greater Philadelphia  
region to economic prosperity.*

*It is a big world out there...  
Prosper in it!*

**World Trade Center of  
Greater Philadelphia**

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The World Trade Center of  
Greater Philadelphia

# TRADE TACTICS

*Mentoring Breakfasts*



*Have all your Trade Tactics  
questions answered!*



## Join the WTCGP mentorship program!

In 2008, the WTCGP initiates a unique program **"Trade Tactics Mentoring Breakfasts"** aimed at introducing local companies to the extensive network of support that exists for exporters in the Greater Philadelphia region.

We hope that you will kindly accept our invitation to be a mentor and volunteer your time to this program, and thus further contribute to the economic development of the Greater Philadelphia region.

### As a mentor:

Prior to the meeting you will receive a short profile of the company and its question concerning topics within your area of expertise. The depth and breadth of questions asked will vary, because both businesses new to exporting, and companies already doing business internationally, but interested in expanding into new overseas markets, are encouraged to sign up for this program.

Each meeting will start with a brief overview of the "Trade Tactic of the Day" by one of the experts:

- Tuesday, February 26  
**"Market Entry Strategies (Channels)"**
- Tuesday, April 15  
**"Getting Paid, Foreign Exchange"**

- Tuesday, June 24  
**"Export Shipping and Documentation"**

- Tuesday, August 19  
**"Export Pricing Strategy, Costs and Projected Revenues"**

- Tuesday, October 28  
**"Legal Requirements"**

After the overview presentation, you will have a 30-45 minute **"mentoring session"** with one of the attendees. Even though he/she will focus on the question(s) originally submitted, participants might ask other questions if time permits. If you feel that those questions are out of the scope of the mentoring session, please feel free to refer the participant to sources or experts who can be of further assistance.

The WTCGP program "Trade Tactics Mentoring Breakfasts" is a unique venue for the members of our Board and Advisory Council, as well as more experienced member-companies to share their knowledge, experience and expertise, while expanding their professional network.

Please fill out attached registration form if you agree to join the mentors' group for our new program.

*"Trade Tactics Mentoring Breakfasts"*  
will be held at:

WTCGP Conference Room—Two Penn Center  
1500 John F. Kennedy Blvd., Suite 305  
Philadelphia, PA 19102



## TRADE TACTICS MENTOR Registration Form:

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

**Are you able to attend Trade Tactics introductory breakfast on Tuesday, January 29, 2007 8:30 a.m.—10:00 a.m.**

Yes  No

**Please check which of the Trade Tactics breakfasts (8:30—10:30 a.m.) you will be able to attend:**

Tuesday, February 26 Yes  No

Tuesday, April 15 Yes  No

Tuesday, June 24 Yes  No

Tuesday, August 19 Yes  No

Tuesday, October 28 Yes  No

*(please turn over to continue)*

