



NEWS RELEASE

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U.S. DEPARTMENT OF COMMERCE DEPUTY SECRETARY DENNIS HIGHTOWER TO SPEAK AT THE WORLD TRADE CENTER OF GREATER PHILADELPHIA'S 7TH ANNUAL GLOBAL BUSINESS CONFERENCE

The World Trade Center of Greater Philadelphia (WTCGP) is honored to have the Honorable Dennis F. Hightower, U.S. Deputy Secretary of Commerce as keynote speaker at its 7th annual Global Business Conference to be held Wednesday, February 3rd. Each year, the WTCGP, in cooperation with Drexel University's LeBow College of Business, conducts this one day conference to address topical issues in international business. This year's topic— "Preparing for the Rebound: Strategies for Success in Global Markets"— will examine how the financial crisis has realigned regional global economies and how opportunities will be for created for certain industry sectors.

The conference will begin with a global update from several notable speakers. Walter Bastian, Deputy Assistant Secretary of The Western Hemisphere, International Trade Administration will present "Crisis Aftermath: Response, Recovery, Results". The Honorable Bijan Kian, Member, Board of Directors, Export-import Bank of the United States will speak on "The Changing Landscape of the Middle East: Opportunities for U.S. Firms". Leo Abruzzese, Editorial Director, The Economist Intelligence Unit will speak about "China and India: How Real is the Rebound?"

A panel discussion will follow that will focus on the emerging technologies that are shaping the future of business globally and close to home. Panelists from the Nanotechnology Institute, Ben Franklin Technology Partners of Southeastern Pennsylvania and others will discuss the industries that will drive the economic recovery.

Dennis F. Hightower was appointed by President Obama as Deputy Secretary of Commerce and was sworn into office on August 11, 2009. At the Department of Commerce, Mr. Hightower is charged with driving efficiency and effectiveness through the operation of the Department's twelve bureaus. Before the presidential appointment as Deputy Secretary, Mr. Hightower accumulated extensive experience in international business, which includes leading a multi-billion dollar enterprise as president of Walt Disney Television & Telecommunications.

This 7th Annual Global Business Conference is a full day annual business conference that brings together global business educators and regional business leaders to address issues relevant to business in the Greater Philadelphia region. The program is designed to enhance the knowledge and operations of area businesses competing in the global marketplace. Registration for this event may be made by visiting the WTCGP website at www.wtcphila.org.

The WTCGP is the leading international trade service organization helping area companies succeed in global markets. In 2008, the WTCGP helped generate \$73M in incremental sales of goods and services for over 400 Pennsylvania and New Jersey companies. The organization provides one-on-one trade counseling, market research, global trade missions, educational programs, and peer group networking. Its professional staff has experience in over 75 international markets and speaks nine languages. WTCGP membership provides you with access to over 750,000 World Trade Center members in 92 countries.

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