

## Location

Neumann University Campus • Our Lady of Angels Convent  
First Floor • Copper Beach Room  
609 S. Convent Road • Aston, PA 19014  
(Parking is available across the Building)

For more information, please contact Dr. Mehdi Hojjat at  
610-558-5592, fax 610-558-5574 or email [hojjatm@neumann.edu](mailto:hojjatm@neumann.edu)

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NEUMANN UNIVERSITY PRESENTS

## The World is Your Market

*A Seminar To Entice You To The Global Marketplace*

Tuesday, October 21, 2014

1:30 p.m.-6:30 p.m.

Neumann University Campus • Our Lady of Angels Convent  
First Floor • Copper Beach Room  
609 S. Convent Road • Aston, PA 19014



# The World is Your Market

Tuesday, October 21, 2014 • 1:30 p.m.-6:30 p.m.

## Agenda

- 1:30 - 2:00 p.m. **Registration**
- 2:00 - 2:20 p.m. **Welcoming Remarks**  
*Dr. Gerard O'Sullivan, vice president for Academic Affairs and Dr. Lawrence Burgee, dean of Division of Business and Information Management, Neumann University*
- 2:20 - 2:50 p.m. **Recent Trends and Projections of the U.S. Account Balance**  
*Mehdi Hojjat, professor, International Business and Finance, Neumann University*
- 2:50 - 3:20 p.m. **International Business Planning: International Market Analysis, Selecting Target Markets and Promotional Strategies: Trade Exhibitions, Trade Missions, and an Overview of the U.S. Department of Commerce Services**  
*Tony Ceballos, director, Philadelphia U.S. Export Assistance Center U.S. Commercial Service*
- 3:20 - 3:40 p.m. **Coffee Break**
- 3:40 - 4:20 p.m. **Export Financing**  
*Debbie Nowak, vice president, International Banking, National Penn Bank*
- 4:20 - 5:50 p.m. **Freight Forwarding and Export Documentation**  
*Jeff Briggs, manager, Sales Support, United Parcel Service (UPS)*
- 4:50 - 5:20 p.m. **Lessons from Successful Exporters**  
*Mark M. Capofari, Ancillare Global Logistics*
- 5:20 - 5:30 p.m. **Questions and Discussion Period**
- 5:30 - 6:30 p.m. **Reception**

## The World is Your Market: *A Seminar to Entice You to the Global Marketplace*

This is a Seminar on recent trends in U.S. Trade, international business planning, financing and documentation The Seminar offers a unique opportunity to meet the needs of your firm to expand your international markets. In this program, speakers from public and private sectors will demonstrate how to successfully and profitably enter international markets.

You will learn about current trends in the U.S. and the current account balance. You'll also learn how to evaluate your export potential, analyze your competitors, promote your products globally, finance your export sales, and manage your export documentation.

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## REGISTRATION FORM

Tuesday, October 21, 2014 • 1:30 p.m.-6:30 p.m.

**Registration Deadline: October 14, 2014**

**Fee:** \$30

**Make checks payable to:** Neumann University

**Mail before October 14, 2014 to:** Neumann University  
Division of Business and Information Management  
One Neumann Drive  
Aston, PA 19014-1298

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

Title: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone(s): \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**For secure online registration and payment, please visit:**

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**Don't miss out!**

**Register by September 30, 2014 and receive *FREE* Trade Data on Your Industry, International Target Markets and An Export Planning Manual**