

SunTrust Bank Global Trade Conference – Expanding Your Business Around the World

“Learning to survive and thrive in a Global Economy – with emphasis on Asia”

Atlanta, GA

Thursday, July 24, 2008

7:30AM – 3:30PM

\$35 registration fee

***FREE for World Trade Center Atlanta
(WTCA) members**

At this event, you will:

- Hear from a local expert on setting up operations and sourcing from China
- Learn about communication and cultural challenges in doing business in Asia
- Hear how the weakening dollar can have a positive impact on your bottom line
- Do global business more comfortably after hearing about cultural differences
- Find out tips and techniques to conduct international business

Registration

RSVP by email: michael.filchock@suntrust.com, by Wednesday July 23, 2008. Registration fee payable at the door, includes lunch and materials. Make check made payable to “SunTrust Bank” for \$35.00 per attendee. For questions, contact Michael Filchock at 404.588.7507.

Location

SunTrust Plaza Gardens, Downtown Atlanta,
303 Peachtree Center Avenue, Atrium Level
Conference Center, Atlanta, GA 30308

Free Parking to first 50 registrants

Convenient to MARTA. Peachtree Center Station
(Exit towards Marriott Marquis Hotel)

Agenda

7:30 – 8:00	Coffee & Networking
8:00 – 8:10	Welcome and Opening Remarks <i>Michael Filchock, Director, SunTrust Global Trade Solutions</i>
8:10 – 8:30	“Expanding Atlanta’s Reach Around the World” <i>Jorge Fernandez, VP, Global Commerce, Metro Atlanta Chamber of Commerce</i>
8:30 – 9:45	Communication & Cultural Challenges in Doing Business in Asia <i>Don Mattox, VP, SunTrust Bank International Services</i>
9:45 – 10:45	Legal Aspects of Exporting <i>Mr. Frank Aitcheson, Frank Aitcheson, LLC</i>
10:45 – 11:00	BREAK
11:00 – 12:00	Pearls on sourcing and evolving trends in China <i>Mr. Ken Jin, Kennesaw State University, International Program Director</i>
12:00 – 12:30	LUNCH
12:30 – 1:30	The Freight Forwarder & You – Working Together <i>Judie Hockman, USA Cargo, Inc.</i>
1:30 – 2:30	US Economic Order <i>Gregory Miller, Chief Economist, SunTrust Bank</i>
2:30 – 3:30	Exporter’s Financing Solutions <i>Valerie Warga, Trade Banking Sales Officer, SunTrust Bank</i>
3:30	Adjourn