



WOMEN IN INTERNATIONAL TRADE – ORANGE COUNTY
PROUDLY PRESENTS

REACH GLOBAL CUSTOMERS THROUGH E-COMMERCE

Workshop & Luncheon

DON'T BE LEFT BEHIND...

By 2020 the global business-to-consumer ecommerce market will reach **\$6.7 trillion USD**. This workshop will provide the tools to effectively create your e-commerce business plan or take it to the next level.

High Value Topics!

- **Getting Cross-Border eCommerce Sales**
- **Cross-Border eCommerce Marketing & Brand Building**
- **Cross-Border eCommerce Mechanics**

Highlights

- Discussion Panel: Hear from Experienced Exporters, Commerce platforms, and service providers that are doing it!
 - **Lisa de la Flor, Director of Int'l Sales, Jordana Cosmetics/New Milani**
 - **Mei Tsang, Int'l Intellectual Property Expert, Partner at Umberg Zipser**
 - **Ray Schuschu, VP of Int'l Sales, Earth Friendly Products**
 - **Joshua Aikens, Cross-Border eCommerce Technology, iGlobal Stores**
- Enjoy lunch and hear from an eCommerce expert on China
 - **Ann Bierbower, Dir. of Business Development, China Skinny**
- Meet with service providers, eCommerce platforms and other experts (*special networking session from 1:30 to 2:00 pm*)

SPECIAL THANK TO OUR SPONSOR & PARTNERING ORGANIZATIONS



WORKSHOP & LUNCHEON

TUESDAY, OCTOBER 24, 2017

8:00 A.M. – 2:00 P.M.
Registration: 7:30 am

AVENUE OF THE ARTS HOTEL
3350 AVENUE OF THE ARTS
COSTA MESA, CA 92626

PROGRAM KEYNOTE SPEAKER & MODERATOR

James Bledsoe, MAIS | (U.S.A.F)
Director, eCommerce Innovation Lab
U.S. Department of Commerce- International Trade Administration

Members: \$80
Non-members: \$95



Register Now! Space is Limited!
Early Registration rate ends Oct. 13th

Register at: www.witoc.org
Registration after Oct. 13, 2017 add \$10

No Cancellations or Refunds after Oct. 17, 2017