

# ITASWO World Trade Day Conference

**Start Date: 5/10/2017**

**End Date: 5/10/2017**



Image  
Coming  
Soon

When : May 10, 2017 -8:00 am &ndash; 1:30 pm

Where : Hilton Garden Inn at Austin Landing, 12000 Innovation Dr., Miamisburg, OH 45342

Cost : \$100 for Members, \$130 for Non-members; breakfast and lunch provided

Attendees can expect to learn:

- International Strategy and Planning Considerations: marketing, distribution, and trademarks
- International Agreements - various considerations
  - International Trademark Filing Strategies
- Battling Brand Pirates & Creating Super Trademarks
- Tips for global marketing success
- Chinese financing and payment terms
- Dealing with the Chinese Regulatory Agencies
- China's IP environment - how likely your product will be copied
- Navigating the Chinese VAT system to reduce impact on pricing
- Global Distribution Strategies for Success

Agenda:

8:00 am - 8:30 am Networking Continental Breakfast

8:30 am - 9:30 am Monica Schultz, President, Dayton Council on World Affairs: Marketing in a Global Economy

9:30 am - 10:30 am Brian Wright, General Counsel, Henny Penny: Global Distribution Strategies

10:30 am - 10:45 am Break

10:45 am - 11:45 am Roger Bora, Partner, Thompson Hine: International Trademark Protection

11:45 am - 12:15 pm Lunch Buffet

12:15 pm - 1:30 pm Keynote Speaker Kimberly Kirkendall, President of International Resource Development, Inc: How to Manage the Risks of Doing Business in China - Known (IP, Tax) and the Unknown (Finance, Regulatory)

**CLICK HERE to REGISTER**

Seats are limited so please register early. If you choose to pay at the door, please be advised that we can only accept checks at this time.

For more information or to view the event page, please click here : [ITASWO World Trade Day: Advanced Global Strategies](#)

## Location(s)

ITASWO  
10050 Innovation Drive,  
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