



FOR IMMEDIATE RELEASE

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CONTACT:

Ana Garic
Communications Coordinator
Madison International Trade Association
Ph: 608-335-3936
Communications@mitatrade.org

**Madison International Trade Association (MITA):
5 Steps to International Sales Success**

Madison, WI – The Madison International Trade Association (MITA) host its second event of the 2017-18 program year on Tuesday, October 10th, “**5 Steps to International Sales Success**”. The event will consist of two separate sessions – a lunch seminar from 12:30 – 1:45pm, followed by a hands-on workshop from 2:00 – 4:45pm. Both sessions will be held at the Fluno Center for Business Education at 601 University Ave., Madison WI. Registration starts at 11:30 a.m.; the program begins at 12:30 p.m. and includes lunch.

United States government data shows that the monetary value of internationally traded domestic goods and services for the current calendar year is projected to grow for a third-consecutive year. MITA's October event will feature an expert on international sales to help exporters join in on this growing trend.

Featured speaker **Doug Lawrence** is a registered UK Government Export Communications Consultant who has aided over 1,500 businesses worldwide in their pursuit of exporting globally. Lawrence's program will teach attendees how to gain new business overseas, as well as develop and implement a robust sales strategy, specific to your business needs.

The event pricing varies depending on the desired session(s) prospective guests may wish to attend. An *Early Bird rate* will be in-effect until October 3rd. Registration deadline is Monday, November 9 and can be made at www.mitatrade.org.

This event is co-sponsored by ME Dey Import-Export , ABS Global, The Geo Group and Tax Airfreight.

The 2017-18 program year will maintain a similar focus in November, with two events scheduled for the month. Join MITA on November 14th to learn about growing opportunities in the field of e-commerce, concerning B2B and B2C sales. Programming will then continue on November 29th, with a seminar from Dr. Eckart von Unger, a Senior Manager in the Brussels office of the Federation of German Industries, on the future of US-EU trade relations.

About MITA

MITA is a Madison, Wisconsin-based organization whose mission is to foster understanding of the issues, practices, information, legislation and trends that affect and influence all aspects of international trade. Membership includes a broad spectrum of professionals interested in and involved with international trade throughout the state of Wisconsin. Membership, meetings and information are open to all interested parties of the public, and professionals at all levels of international organizations participate in MITA activities. Member companies include manufacturers, food companies, and services providers such as freight forwarders, banks, law firms as well as universities and governmental institutions. More information is available at the website: www.mitatrade.org.

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