

Madison International Trade Association: Global e-commerce: The Wild West or the Final Frontier?

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Madison, WI – The Madison International Trade Association (MITA) will host an informational session on November 14th covering the latest trends in E-commerce and international developments related to B2B trends. The event takes place at the Fluno Center for Business Educations, located at 601 University Ave. Madison WI. Registration starts at 11:30 a.m.; the program begins at 12:30 p.m. and includes lunch.

Our featured speaker, Rick Smith, Director of Global eBusiness at Promega Corp. will share his experiences on innovative E-commerce strategies that can help companies expand their global business. With more than 30 years with business to-business technology suppliers and 10 years experience in E-commerce, Rick will provide insights on effective solutions which meet stakeholder requirements. Participants will also hear from Will Hsu, Vice President of Operations at Hsu's Ginseng Enterprises, Inc. and owner of Hsu Global Distribution LLC, the second largest ginseng farming operations in the country that offers multi-lingual customer service and an e-commerce ordering platform that fulfills wholesale accounts in the six largest Chinese communities in North America: Los Angeles, San Francisco, New York, Houston, Vancouver and Toronto.

Registration deadline is Monday, November 13th and can be made at www.mitatrade.org. The “early bird” registration fee is \$35 for MITA members and \$50 for non-members until November 7st. The regular rate of \$45 for Members and \$60 for Non-Members applies thereafter.

This event is co-sponsored by M3 Insurance, ME Dey Import-Export and ABS Global.

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.