

April Virtual Roundtable Series:

Gaining Sales Channel Partners for Exporting

A Virtual Conversation with Southern Illinois Businesses

Hosted by:

**Illinois SBDC International Trade Center at SIUE
The Southwestern Illinois Trade & Investment Council**

When:

Thursday, April 29, 2021
10:30am -12 noon

Where:

Your computer or phone
(via Zoom)

Who:

Southern IL businesses

Cost: Free

but registration is required

Registration via email:

International-Trade-Center@siue.edu

You will receive a confirmation
with a link to join the webinar.

Questions? sitorre@siue.edu

Looking forward to your participation!

Choosing the right distribution channels for your business can be a difficult and confusing process, whether your business is a small-scale custom t-shirt design company or a giant producer of goods. This webinar will address key factors every exporter should consider when determining distribution channels.

If you want to jump-start your export sales, join us!

This **Zoom** meeting will offer you the opportunity to learn more about selecting a sales partner and participate in a panel discussion with experienced exporters who will provide a road map for your organization to successfully open new international sales channels.

This roundtable will provide you with actionable recommendations focused on **exporting success**.

Presenters:

- ❖ **Craig Eversmann**- President & CEO, **MSSC LLC**. Collinsville
- ❖ **Skip Wolford**- Director-OEM Business Development.
Hangsterfer's Laboratories, Inc. New Jersey

Moderator:

- ❖ **Tom Dustman**, International Sales Director, **Sunnen Products Company**. St. Louis, Missouri. With 25+ years of experience in export activities, Tom will provide the latest thought leadership pertaining to exporting.

Don't miss this opportunity to connect without leaving your office and also get immediate access to export funding via the **ISTEP program** and the newest **CARES Act supplemental funds** and become another **Southern Illinois export success story!**