

South Carolina
World Trade Center



The South Carolina World Trade Center

Presents:

The 3rd Annual International Education Conference

November 6 & 7, 2007

**Charleston Area Convention Center Complex
5500 International Blvd.**



The mission of the South Carolina World Trade Center is to promote and support international commerce through education, networking, trade development services and international business opportunities for companies and individuals throughout South Carolina.

The 3rd Annual International Education Conference will consist of seminars featuring esteemed speakers and experts in the field of international trade.

This one and a half day conference offers individuals and companies the opportunity to further their international trade understanding, see what direction global trends are progressing, and converse with others within the international trade industry.

Sponsored by

BMW Manufacturing Co.



www.bmwusfactory.com

Topics include

Panel of Trade Coalition

Panel will focus on the trends and changes in South Carolina within the trade industry over the past year. The panel will also review how South Carolina is becoming a large player in trade.

International Financial Risk

Financial risk management has become a hot topic in international business. The globalization of international markets has caused obstacles for the free movement of capital to lower. It has become necessary to be aware of measurements of financial risk and methods for successful management.

South Carolina's Top Importers and Exporters

Gather a better understanding of importing and exporting by listening to the experiences of the top companies that have exported or imported from the southeast. Use this opportunity to ask them questions that pertain to your particular company during the panel discussion.

Customs Regulations

Every company would like a better understanding of laws and regulations that pertain to their market. Discussion will include import clearance, export forwarding, and customs documentations.

International Marketing

With the evolution of e-commerce, saturation of the domestic market, and increase of worldwide competition, international marketing has become imperative to companies who want to compete in the global marketplace.

Top Nations Now and for the Future of East Asia

East Asia is entering a transition phase. Companies are looking at other areas in East Asia to source. Listen to experts discuss the up-incoming nations in the Asian region. You will also have the opportunity to ask the experts questions that relate to your business.

Agenda

Tuesday, November 6, 2007

- 8:30 Registration**
Exhibits Open
- 9:00 Keynote Speaker**
- 10:30 Break**
- 10:45 International Financial Risk**
Ron Reighter, SunTrust Bank
- 12:00 Lunch**
Mike Westerfield, SC State Ports Authority
- 1:00 Networking Break, Exhibits Open**
- 1:30 Panel Discussion with South Carolina's Top Trading Companies**
Donnie Barnes, BMW
Fuji
- 3:00 Break**
- 3:15 Customs Regulation**
Brenda Gibson, U.S. Customs and Border Protection
- 4:15 International Marketing**
Jessica Bundschuh, Fluency Creative
- 5:15 Adjoin, Exhibits Open**

- 6:00 Wine Tasting, Art Show**
Artwork provided by the SC School for the Deaf and Blind students

Wednesday, November 7, 2007

- 8:30 Registration**
Exhibits Open
- 9:00 SC Trade market**
Amy Thomson, SC Department of Commerce
- 10:15 Break**
- 10:30 Panel Discussion on the Asian Region, changes that are taking place**
Sean Buckendal, Sino-American
Ben Lever, College of Charleston
- 12:00 Lunch: International Education**
Julia Meisner, Global Education Director of SCWTC
Shaun Marsh, Pee Dee Online Consulting, LLC
- 1:15 Adjourn, Exhibits Open**

Sponsorship

Companies will have the opportunity to support the South Carolina World Trade Center, a nonprofit organization, as well as promote their products or services to the international community.

Premier Sponsor - \$4,000

- 3 tickets to the *International Education Conference*
- 3 SCWTC banquet tickets
- Trade Booth for your company
- 2 SCWTC annual golf tournament tickets
- Hotlink to sponsor website on conference page of the SCWTC website
- Reserved sponsor table at the front of the luncheon room with corporate signage and opportunity to invite guests
- Corporate logo placed on conference page of the SCWTC website
- Corporate logo displayed on the conference program and signage throughout the event

Marquee Sponsor - \$3,000

- 2 tickets to the *International Education Conference*
- 2 SCWTC banquet tickets
- Trade booth for your company
- Hotlink to sponsor website on conference page of the SCWTC website
- Corporate logo placed on conference page of the SCWTC website
- Corporate logo displayed on the conference program and signage throughout the event

Executive Sponsor - \$1500

- 1 ticket to the *International Education Conference*
- Corporate logo placed on conference page of the SCWTC website
- Corporate logo displayed on the conference program and signage throughout the event

Associate Sponsor - \$500

- Corporate logo placed on conference page of the SCWTC website
- Corporate logo displayed on the conference program and signage throughout the event

Meal/Break Sponsorships

- Includes exclusive signage and company logo displayed on the conference program and website

<i>Formal Lunch with Keynote speaker</i>	\$350
<i>Continental Breakfast</i>	\$200
<i>Refreshment Break</i>	\$150

Conference

\$225 for members/ \$250 for non-members/ \$100 for teachers/ \$85 for students

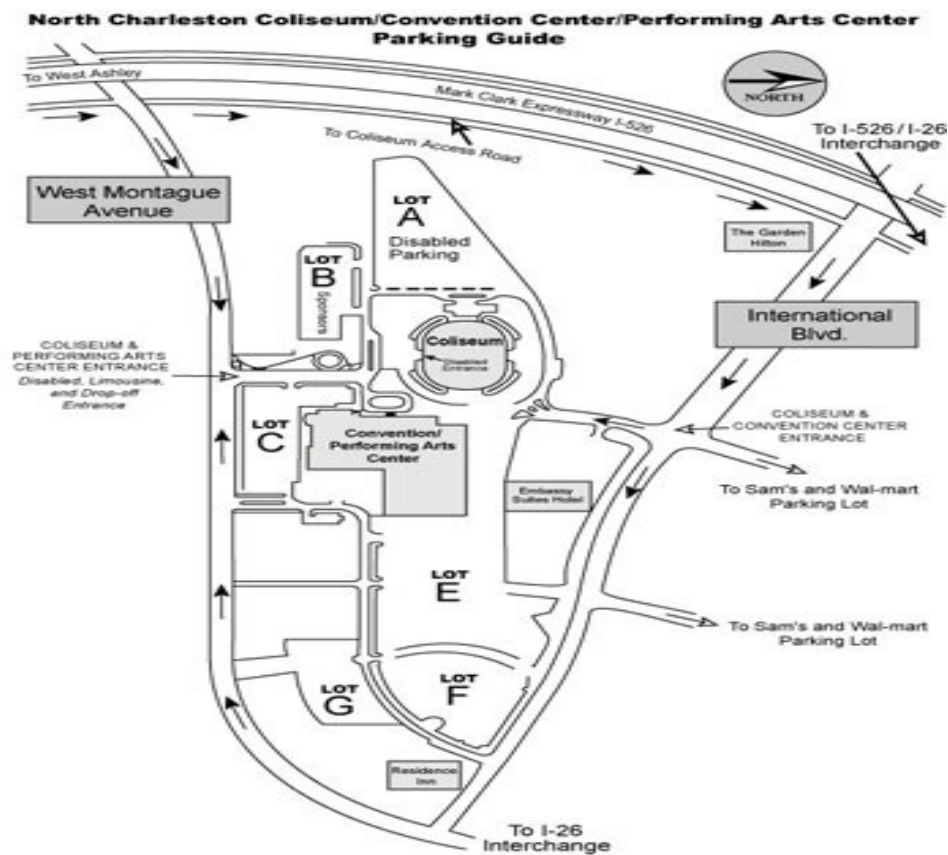
Conference fees include: conference materials, refreshment breaks, continental breakfast, luncheon, networking breaks, and main event. Registration and full payment must be received and paid in full prior to October 26, 2007. Please see registration form below. A confirmation email will be sent as registration is processed.

Trade Booths

\$150 for one full booth

For the first time, the South Carolina World Trade Center will provide companies the opportunity to display and promote their company to the international trade community during our *3rd Annual International Education Conference*. This will provide businesses the ability to personally connect to other companies and consumers. Please see exhibit registration form below.

Directions and Parking



DIRECTIONS TO THE NORTH CHARLESTON COLISEUM

The Coliseum/Convention Center area is located between International Blvd and Montague Avenue at Interstate 526 in North Charleston. Below are directions traveling from the South, North, East and West.

When traveling from the South (Coming from Savannah/Hilton Head Area): Take Interstate 95 North to Hwy 17 North (to Charleston). Follow Hwy 17 North to Interstate 526 East (to North Charleston.). Take the Montague Avenue exit off of I-526. If you are attending an event at the **Coliseum or Performing Arts Center**, at the bottom of the ramp, turn right onto Montague Avenue, the Coliseum and PAC are located on your left. If you are attending an event at the **Convention Center**, at the bottom of the ramp, go straight through the traffic light. At the next light, turn right onto International Blvd, the Convention Center is located on your right.

When traveling from the North (Coming from Myrtle Beach/Georgetown Area): Take Hwy 17 South to Interstate 526 West (to North Charleston). Follow I-526 past the I-526/I-26 Interchange. Take the first exit past the Interchange for International Blvd, Montague Avenue, and Charleston Int'l Airport. If you are attending an event at the **Coliseum or Performing Arts Center**, at the bottom of the ramp, go straight through the traffic light, following the signs for Montague Avenue. At the next light, turn left onto Montague Avenue, the Coliseum and PAC are located on your left. If you are attending an event at the **Convention Center**, at the bottom of the ramp, turn left onto International Blvd, and the Convention Center is located on your right.

When traveling from the West (Coming from Greenville/Columbia area): Follow Interstate 26 East to Exit 212B (I-526 West, Savannah/Airport). Take the first exit off of I-526 (for International Blvd, Montague Avenue, and Charleston Int'l Airport.) If you are attending an event at the **Coliseum or Performing Arts Center**, at the bottom of the ramp, go straight through the traffic light, following the signs for Montague Avenue. At the next light, turn left onto Montague Avenue, the Coliseum and PAC are located on your left. If you are attending an event at the **Convention Center**, at the bottom of the ramp, turn left onto International Blvd, and the Convention Center is located on your right.

When traveling from the East (Coming from Downtown Charleston area): Follow Interstate 26 West to Exit 213 (Montague Avenue). Turn left onto Montague Avenue. If you are attending an event at the **Coliseum or Performing Arts Center**, follow Montague Avenue past International Blvd, the Coliseum and PAC entrance is located on your right. If you are attending an event at the **Convention Center**, follow Montague Avenue to International Blvd; turn right onto International Blvd. The Convention Center is located on your left.

Hotels

Embassy Suites Hotel Airport Convention Center

5055 International Blvd, North Charleston, SC 29418

www.embassysuites.com

Attached to Charleston Convention Center

AAA 3 Diamonds, Mobil 3 Stars

Free 24-hour airport shuttle

Heated indoor swimming pool - fitness center - sun deck

Restaurant - lobby lounge

Microwave & refrigerator in every suite

Hilton Garden Inn

5265 International Blvd & I-526, N Charleston, SC 29418

www.hiltongardeninn.com

Located 2 blocks from Convention Center

5 floors, 128 rooms & suites - AAA 3 Diamonds

Indoor swimming pool - exercise room

SC World Trade Center discount rate- \$99.00

Holiday Inn Airport & Convention Center

5264 International Blvd & I-526, North Charleston, SC 29418

Hotel - 6 floors, 142 rooms - AAA 3 Diamonds

Outdoor swimming pool - fitness center - restaurant - lounge

Free airport shuttle

Residence Inn by Marriott Charleston Airport

5035 International Blvd, North Charleston, SC 29418

www.residenceinn.com

Upscale, smoke-free all suite extended stay hotel

4 floors, 150 suites - elevator - AAA 3 Diamonds

Outdoor swimming pool - fitness center

Microwave & refrigerator in every room

*** Registration forms below.

3rd Annual South Carolina World Trade Center
International Education Conference

Tue. & Wed. November 6-7, 2007
North Charleston Convention Center

Conference Registration Form

Mail: 1 Poston Rd. Suite 103, Charleston, SC 29407
Fax: 852.9890 **Call:** 852.9880 **Email:** janeth@scwtc.org

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*Tickets: \$225/ members, \$250/ nonmembers, \$85/students.
Final RSVP by Friday, October 26th to Janet Herrera-Gantt.*

Please register me for the following...

1 Ticket to the conference
 Multiple tickets to the conference (# tickets)

Add to the package above...

1 Trade Booth
 Tickets to complimentary Wine Tasting & Art Show (# tickets)
 Tickets to the SCWTC Annual Banquet (# tickets)

Name: _____ **Title:** _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Payment enclosed (checks to SC World Trade Center) Please bill me

Please charge my credit card: Visa MasterCard American Express Discover

Card Number: _____ **Exp Date:** _____

Signature: _____

Please send me more information on: Exhibitors Sponsorships

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Booth Registration Form

Mail: 1 Poston Rd. Suite 103, Charleston, SC 29407
Fax: 852.9890 **Call:** 852.9880 **Email:** janeth@scwtc.org

✂.....

Organization Name: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

The booth fee is \$150 and includes a six foot table with table linen and two chairs and entry to lunch. Booth registration must be received by October 26, 2007.

___ Payment enclosed (checks to SC World Trade Center) ___ Please bill me

___ Please charge my credit card: ___ Visa ___ MasterCard ___ American Express ___ Discover

Card Number: _____ **Exp Date:** _____

Signature: _____

All booths must be set-up by 8:30 on November 6. Please plan for your booth to be manned at all times before and between sessions.