

# 'Global Markets: Now More Than Ever'



## NY Trade Organizations Host Activities Celebrating *World Trade Week NYC 2011*

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New York In celebration of **World Trade Week NYC 2011 – 'Global Markets: Now More Than Ever'**, New York international trade organizations have planned a week of exciting activities that will highlight the world of international trade in the New York Metro area. The week will kick off with a gala reception at the **International Trade Awards Breakfast** on Monday, May 16, 2011, hosted by the New York District Export Council and the Weissman Center for International Business/Baruch College/CUNY and presented by JH Cohn, LLP. Awards will be presented to **HappyBaby; TurboFil Packaging Machines; Gotham Sound and Communications; The Judge Organization; New York District Export Council; Signature Fencing; If You Care; World Trade Centers Association** and **Snohetta**.

**Putting the Pieces Together – Finding the International Trade Resources You Need to Succeed**, a free resource forum, will follow the Monday, May 16<sup>th</sup> festivities at Baruch College. The day continues with events focusing on export control reforms and the dynamics of US-EU trade.

**Is Your Business Ready for International Trade** kicks off Tuesday, May 17 with a look at expanding your business overseas. FITA offers **Social Media and International Trade**, with **Exporting Fine Jewelry, Identifying and Evaluating International Partners; International Branding; Agribusiness Business Investments in Brazil and the US** and **Expanding into Europe's Lead Economy – Bavaria!** around the region. OWIT-NY hosts an **Emerging Markets Wine Tasting Evening** to close the day.

Wednesday's events include: **2010 Incoterms; Global Food Resources; NEXCO Webcasts: Food Safety Modernization and Advantages of FTZs**; and **NASBITE CGBP: First Steps Towards Certification**. Thursday sees **NAFTA: The Agenda; Basics of Export/Import Compliance; Creating Value; The Venetian Variety**; the **Annual European Chambers Networking Event** and **The State of International Trade** with the Long Island Importers & Exporters Association. **HSBC Business Without Borders** on Friday will round out the week.

Additional events taking place during this expanded World Trade Month include: **Global Marketing Summit, Invest in France, AES; Talking Trade; Gateway to International Trade; Global Team; COFACE-Country Risk Forum, Doing Business with Brazil, Design as a Cultural Link, Book Expo America; Ocean Shipping; Financing Export Sales; Uncle Sam Goes to Bat** and the **Nordic Economic Forum** rounds out this exciting month of global trade events.

For more information on **World Trade Week NYC '11** activities, sponsors and the organization, access: [www.wtwnyc.org](http://www.wtwnyc.org).

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