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CONTACT:

Ana Garic

Communications Coordinator

Madison International Trade Association

Ph: 608-335-3936

Email: Communications@mitatrade.org

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Going Global: Leveraging US Trade Policy for International Success: Madison International Trade Association (MITA) hosts March 9th Webinar

Madison, WI, March 4th, 2021 – On March 9th, the Madison International Trade Association (MITA) will host a webinar on Going Global: Leveraging US Trade Policy for International Success, focusing on the current status of US Trade Policy and what we should expect under new US leadership. We will also hear how trade policy impacted the direction and decision making of Johnsonville as they globalized their operations.

WHO SHOULD ATTEND: CEOs, CFOs, VPs, Owners, Directors of Global Sourcing, CFO's, Training Managers, International Business Entrepreneurs.

The first speaker is Dr. Jeremi Suri, Mack Brown Distinguished Chair for Leadership in Global Affairs, The University of Texas – Austin. Professor Suri will examine the current status of US trade policies and international leadership initiatives at the start of a new presidential administration. Also discussed: the roles of Congress, the courts, and, of course, state governments in making trade policy. 2021 will be a year of change, with both possibilities and challenges for international trade.

Cory Bouck, Regional Business Director, Asia-Pacific, and Bob Fitzgerald, VP International business of Johnsonville will share how trade policy – including tariff and non-tariff barriers and international trade agreements have informed their decision-making and global expansion. They will also discuss how trade measures like export support, research and buyer introductions, can help US companies get a leg-up on competition abroad.

Register at www.mitatrade.org before the deadline on Monday, March 8th.

MITA Members can attend the webinar for free and non-member's fee is \$20 (registration is required for all participants). The webinar starts at 1:00 p.m.; and ends with Q&A session at 2:30 p.m.

The Key-program Sponsor for the March 9th event is M3 Insurance.

MITA's events are Co-sponsored by M.E. Dey Import-Export, Trek Bicycle and ABS Global.

About MITA

MITA is a 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.