# Appalachia USA

The Orient Success trade delegation is part of Appalachia USA, a strategic initiative actively engaging the businesses, communities, and people of the



Appalachian Region in today's global economy. Drawing on Appalachia's plentiful natural resources, the quality of its workforce, and the innovation and entrepreneurial spirit of its businesses, Appalachia USA is helping the Region strengthen its competitive presence in worldwide markets and increase export sales and related employment opportunities. The synergy gained through the regional coordination and cooperation of Appalachia's 13 member states, 72 local development districts, and 23 million residents is making the Region a growing force in the world marketplace and an increasingly respected competitor in the global economy.

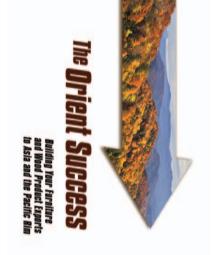
# **Briefing Session Sponsors**



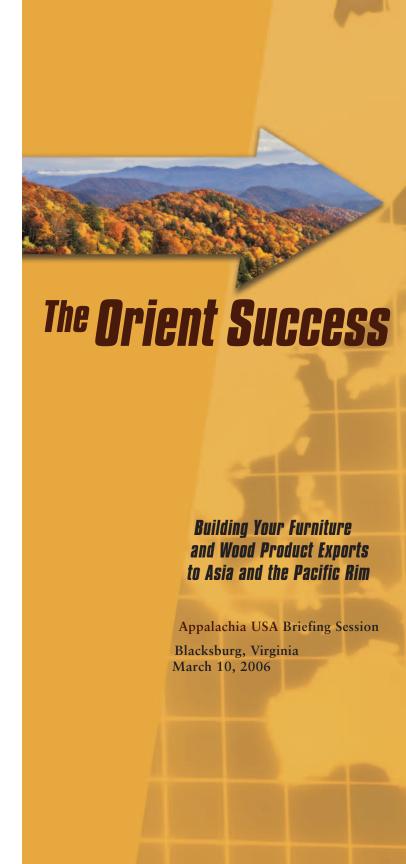








Virginia Tech Office of Economic Development Outreach and International Affairs 702 University City Blvd. (0373) Blacksburg, VA 24060



### A World of Business Opportunity Beckons

The global marketplace presents dynamic export opportunities for the businesses, communities, and people of Appalachia. Today, a quarter of America's economy is engaged in international trade, with Asia and the Pacific Rim presenting some of the most explosive export opportunities in the world.

### The Orient Success: All Aboard!

To strengthen Appalachia's presence in these growing markets, the Appalachian Regional Commission (ARC) is working with federal, state, and local partners to organize the Orient Success, a regional trade delegation that will travel to China in 2006 to establish and expand sales opportunities for the Region's furniture, home-furnishings, and wood-product sectors. The Orient Success offers a convenient and cost-effective opportunity for firms not currently exporting to explore and promote the potential for new sales, while helping firms already actively engaged in exporting to build on their success. Members of the delegation will include representatives from the following industrial groups:

- Furniture/Home Furnishings
- Wood Products/Veneers
- Wood Product/Furniture Machinery and Precision Controls
- Chemical and Finishing Materials
- Furniture Design and Engineering
- Home Accessories

## How Can the Orient Success Help Your Company?

ARC will present a half-day informational program to provide expert insight on the powerful new Asian and Pacific Rim markets and to show businesses how they can participate in the Orient Success regional trade delegation. The program will focus on national and international business trends, local exporting success stories, and the opportunities and complexities of the Asian marketplace. There is no charge to attend the program.

Please join us for this valuable informational program. Welcome aboard the Orient Success!

### Program Agenda

#### 10:00 am-Noon

Welcome and Introduction

Running Fast: Positioning for Success in the Global Marketplace of the Twenty-First Century Scott Hercik, Appalachian Regional Commission

Building Export Opportunities in Asia and the Pacific Rim

Mario Camardella, Virginia Economic Development Partnership Jim Green, Virginia Department of Agriculture and Consumer Services

From Appalachia to the World: A Hometown Formula for Export Success Patrick Altham, Vice President, AHC Export Group

Challenges and Opportunities in the Chinese Marketplace: An Insider's Perspective

Cathy Wang, Foreign Commercial Service, U.S. Consulate General, Guangzhou, China

### Noon-1:00 pm

Luncheon Presentation

Orient Success Trade Delegation Program and Calendar

### 1:00 pm-2:30 pm One-On-One Business Meetings

Participants will have the opportunity to meet with local trade specialists to discuss export opportunities for their companies.

### Registration

Orient Success Briefing Session March 10, 2006

Thomas M. Brooks Forest Products Center 1650 Ramble Road Blacksburg, Virginia

### Please complete this form and return it to:

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Telephone: 540-231-8830 Email: Chadm@vt.edu

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I plar	ιto	attend	the	briefing	session.

cannot attend but would like additional information	n
the Orient Success Asia/Pacific Rim trade delegatio	n

NAME	
TITLE	
COMPANY NAME	
COMPANY ADDRESS	
TELEPHONE	
EMAIL	

ARC will provide a box lunch for all participants.

☐ If you plan to attend but **do not** want a box lunch, check here.



WEB SITE

Building Your Furniture and Wood Product Exports to Asia and the Pacific Rim