

2022 Virtual Roundtable Series: Identifying Global Strategic Prospects

A Virtual Conversation with Illinois Small Businesses

Hosted by:

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

When:

**Wednesday, March 2nd, 2022
11:30am -1pm**

Where:

Your Desk – Virtual Event

Who:

IL Small 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!

The ITC brings back this forum in 2022 to discuss relevant topics and address your concerns and export challenges, ask questions and gain insight to the keys to successful exporting.

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

It is imperative for company leadership to understand their strategic prospects fully; therefore, the more confident they will be on prioritizing and decision-making, as well as determining resource allocation and investment in sales pursuit.

Identifying these global strategic prospects is the beginning of an ongoing journey of examining the global opportunities that exist. From implementing the steps discussed during this webinar, your company will have a framework to build upon for a marketing process which will aid in gaining new business.

Presenters:

- ❖ **Jeff Melly**, Principal of **JPM Group**, past District Export Council Chairman, former Global Sales Manager of **Watlow Electric** with years of experience in international business.
- ❖ **Tom Dustman**, International Sales Director, **Sunnen Products Company**, with 25+ years of experience in export activities, will also be the moderator of our roundtable, in partnership with the Illinois Southwest Trade and Investment Council.

Don't miss this opportunity to connect without leaving your office and also learn how to get access to export funding via the [ISTEP program](#) and the [CARES Act supplemental funds](#) and join other **Southern Illinois export success stories!**