



# October Virtual Roundtable Series: 6 Key Actions for Exporting

*Advice from Successful Business Leaders*

*Hosted by:*

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



## When:

Thursday, October 29, 2020  
10:30am -12 noon

## Where:

Your computer or phone

## Who:

Southern IL businesses

Registration is **FREE** but  
required in advance

Registration [link](#) or via email:

International-Trade-Center@siue.edu

You will receive a confirmation  
with a link to join the webinar.

Questions? [site@siue.edu](mailto:site@siue.edu)

Looking forward to your participation!

**Have you considered exporting your products or services for the first time? Are you expanding your existing export sales to capture more market?**

It seems nearly every business has been negatively impacted by the COVID-19 pandemic and the resulting global economic slowdown. The ITC has created this forum **for you** to discuss 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!**

This *Zoom* meeting will provide valuable information from experienced exporters that will help you get started on the right foot or improve your current export efforts. This roundtable will provide you with actionable recommendations focused on **exporting success**.

**Craig Eversmann**, President of MSSC, a Collinsville exporter, will share specific strategies that have enabled his company to thrive.

**Tom Dustman**, with 25+ years of experience in export activities, will provide the latest thought leadership pertaining to exporting.

**PLUS:** Hear the latest on the **ISTEP program**: 50-75% reimbursement and increased cap amounts for activities such *virtual shows, product compliance and website localization*, and the newest **CARES Act supplemental funds**.

Don't miss this opportunity to connect without leaving your office and get immediate access to new funding programs so you can become another **Southern Illinois export success story!**



U.S. Small Business  
Administration

