

About MITC Programs



The Maine International Trade Center's programs are designed to educate Maine companies in all areas of international trade.

Through the use of experts from industry, government, and academia, the Trade Center seminar series presents practical and up-to-date information on topics of importance to businesses, ranging from the essentials in conducting international business to understanding country and/or industry-specific regulations.

The Trade Center also brings state, federal, and international industry and regional resources to the Maine business community business roundtable and market briefing sessions.

Save The Date:
Maine International Trade Day 2010
Thursday, June 3, 2010
Samoset Resort
Rockport

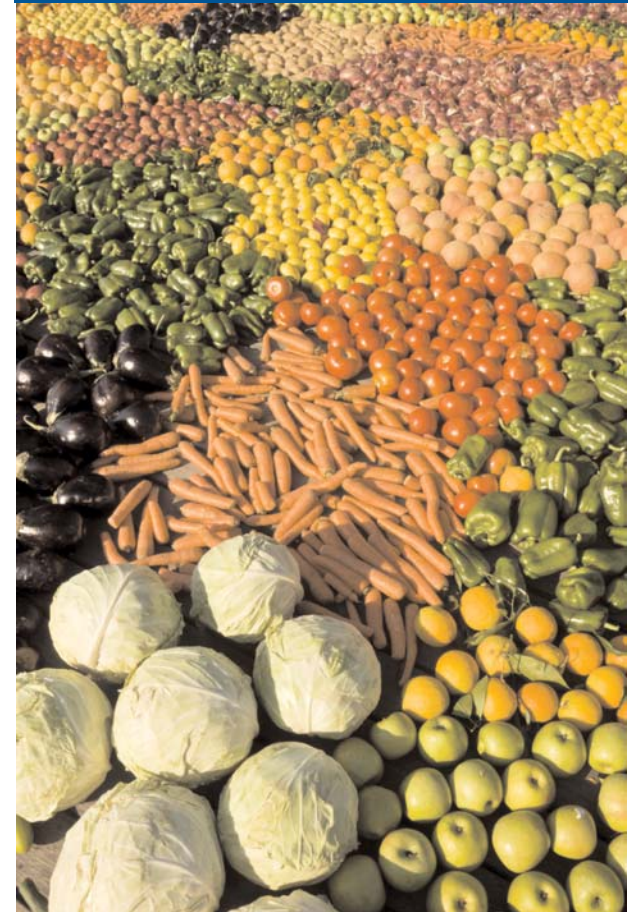
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511 Congress Street • Portland, Maine 04101
www.mitc.com

Food Export: France

Wednesday, March 17
MITC Offices,
511 Congress Street, Portland





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MITC Offices
511 Congress Street, Portland
8:30 am - 12:00 pm

With a GDP of approximately \$2.5 trillion, France is the world's sixth-largest economy and the sixth-largest customer to the U.S. with over 1 billion dollars in commercial transactions taking place between France and the U.S. every day. Increasing interest in American culture, younger consumers and changing lifestyles are contributing to France's import demand for food products from the United States. Come find out how your food-based company can find success in one of the world's largest economies, France.

Joining us will be Nelly Masson, Food Export USA- Northeast in country marketing representative, to discuss the opportunities for expanding market success in France. Also learn how to get the most from Food Export Association programs such as Food Show Plus! and Branded from Will Smith of Food Export Midwest.

In Cooperation with:



Underwritten By:



Speakers

Meet Your Speakers

Nelly Masson
In Country Marketing Representative
Food Export USA - Northeast

Through the years Ms. Masson has had the opportunity to develop business and personal relationship with the key distributors in Europe, EU administration, custom and veterinary authorities. She has also gained a solid experience in the management of sales forces in the major European countries.

In 1990 Masson become an independent Marketing consultant putting her experience in food and large scale consumption goods distribution, her network is at the disposal of various clients. She has served as the trade liaison for Alaska Seafood Marketing Institute since 1990 and has also worked for Food Export-Midwest, Food Export-Northeast, and the California Pistachio Commission.

Ms. Masson earned her MBA at the Burgundy School of Business in Dijon.

Will Smith
International Marketing Program Coordinator and
Export Marketing Resource System Administrator
Food Export Association of the Midwest USA

Will joined Food Export Association of the Midwest USA in 2005 after holding a sales position with a retail frozen food firm in Maine. Prior to that, he interned with the Maine International Trade Center while completing a Master of Arts in International Trade and Economic Policy at American University. Will has traveled extensively to promote U.S. agricultural exports, including recent trips to Chile, Korea, China, Mexico, Canada, and Taiwan.

At Food Export Association, Will is responsible for planning and implementing nearly 80 export programs and services each year in support of U.S. food and agriculture producers and suppliers. These activities range from overseas trade missions and Food Show PLUS! trade show enhancement services, to sponsoring foreign buyers who meet one-on-one with U.S. suppliers at domestic trade shows. By leveraging support from a network of 18 In-Market Representatives based around the world, Will also works individually with food and agriculture suppliers to help them gain the knowledge and contacts they need to be successful in their chosen export markets. In addition, Will works closely with Food Export Association's strategic alliance partner Food Export USA – Northeast to administer a joint export marketing database and website on behalf of both organizations.

Registration Form

Please complete a separate registration form for each individual.

Food Export: France
March 17, 2010

Registration Fee

(Includes full program and materials.)

MITC Members \$30 Non-Members \$45

(Note: Maine State Legislators may attend at no charge)

Registration deadline is March 15, 2010.

No refunds on cancellations made after this deadline.

Payment Method

Check Enclosed

(Make checks payable to Maine International Trade Center)

Credit Card Visa Mastercard Discover Am Ex

Exp Date _____ Card # _____

3 Digit CCV Code _____

Address to where card is billed _____

How to Register

Online: **NEW!** www.mitc.com

Phone: 207-541-7455 Fax: 207-541-7420

Mail: 511 Congress Street, Portland, Maine 04101

Email: sanborn@mitc.com

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

Visit us at www.mitc.com

