

U.S. COMMERCIAL SERVICE

DISCOVER GLOBAL MARKETS

BUSINESS FORUM SERIES **2015**

PACIFIC RIM CONSUMERS

ORANGE COUNTY, CA • OCTOBER 29–30



SAVE THE DATE!

Join the *U.S. Commercial Service* and the *District Export Council of Southern California* for Discover Global Markets: Pacific Rim Consumers, a dynamic 2-day conference focused on consumer markets throughout Asia and the Pacific region. Find out what consumers are buying, and how to sell to them!

What to Expect:

- In-depth market intelligence targeting major consumer markets in the Pacific Rim
- Country and industry sessions led by industry specialists and executives
- Practical “how to” sessions on global branding, international marketing, fulfillment, distribution, and protecting your Intellectual Property Rights (IPR)
- Financing for generating maximum revenue and profits
- “Meet the buyer” sessions and networking with senior business leaders

Private Consultations with U.S. Commercial Diplomats:

Opportunity to meet with in-country commercial diplomats and specialists to gain customized market entry advice for your company. Featuring 18+ markets, including:

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|-------------|-------------------|-------------|
| • Japan | • Mexico | • China |
| • Korea | • Central America | • Hong Kong |
| • Singapore | • Colombia | • Taiwan |
| • Thailand | • Chile | • Canada |
| • Australia | • Peru | • Burma |

Some Key Industries Plus A Lot More:

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|-------------------------------------|-------------------------------------|
| ✓ Cosmetics, Beauty & Personal Care | ✓ Entertainment & Digital Media |
| ✓ Consumer Brands | ✓ Nutritional Supplements |
| ✓ Fashion, Apparel & Accessories | ✓ Food, Beverages, Wine |
| ✓ Franchising | ✓ Recreational Vehicles, Automotive |
| ✓ Action Sports/Outdoor Lifestyle | ✓ Travel & Tourism |

Event Dates:

October 29-30, 2015

Location:

Hilton Orange County /
Costa Mesa
3050 Bristol St.
Costa Mesa, CA

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www.export.gov/DiscoverGlobalMarkets/PacRimConsumers