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UPS GLOBAL TRADE SUMMIT

THE INLAND EMPIRE – A RISING STAR IN WORLD TRADE

Inland Empire, CA (September 20, 2007) - The Inland Empire Economic Partnership in conjunction with the Inland Empire Small Business Development Center and the City of Riverside present the UPS Global Trade Summit to be held on Tuesday, October 23, 2007 at the Riverside Convention Center. Over \$20 billion dollars in importing and exporting products and services was generated in the Inland Empire last year. This event is focused on bringing both small and medium size



Kurt Kuehn

businesses in contact with local, state, federal, and international officials to facilitate trade between the Inland Empire and rest of the world. Over 30 trade commissioners representing various regions of the world will be in attendance to assist small and medium size businesses in their quest to expand internationally.

Keynote speaker for the event is Kurt Kuehn, UPS Senior Vice President of Worldwide Sales and Marketing. As Senior Vice President of Worldwide Sales and Marketing for UPS, Mr. Kuehn directs electronic commerce, customer relationship management, product development, customer service and sales. Under his direction, UPS is focused

on deepening customer relationships, to create one-to-one linkages that bring the company into its customers' business processes. This is achieved through integration of technology tools, creating and enhancing a broad product portfolio and by leveraging UPS's supply chain capabilities.

The UPS Global Trade Summit will have many influential business leaders from the Inland Empire speaking at this event including; Larry Sharp, President and CEO of Arrowhead Credit Union; Noel Massie, Vice President of UPS; and Mayor Ron Loveridge, City of Riverside. Attendees can visit the business expo and attend the following panel sessions: "Doing business with Europe" and "Doing business with Emerging Markets."

Registration can be completed on-line at www.ieepevents.org; deadline to register is October 16, 2007. Please contact Margie Oswald at 951-779-6700 x241 or moswald@ieep.com with any questions.

Sponsors for this event include: Riverside County Economic Development Agency, County of San Bernardino Economic Development Agency, California Inland Empire District Export Council, International Trade Administration, The Press-Enterprise, The Business Press, and Center Chevrolet.

About IEEP

The Inland Empire Economic Partnership is a not-for-profit economic development organization serving the two-county region. Its mission is to provide a strong and unified regional voice for the development of human, political and financial capital to support and enhance the economic vitality and quality of life in the Inland Empire.

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