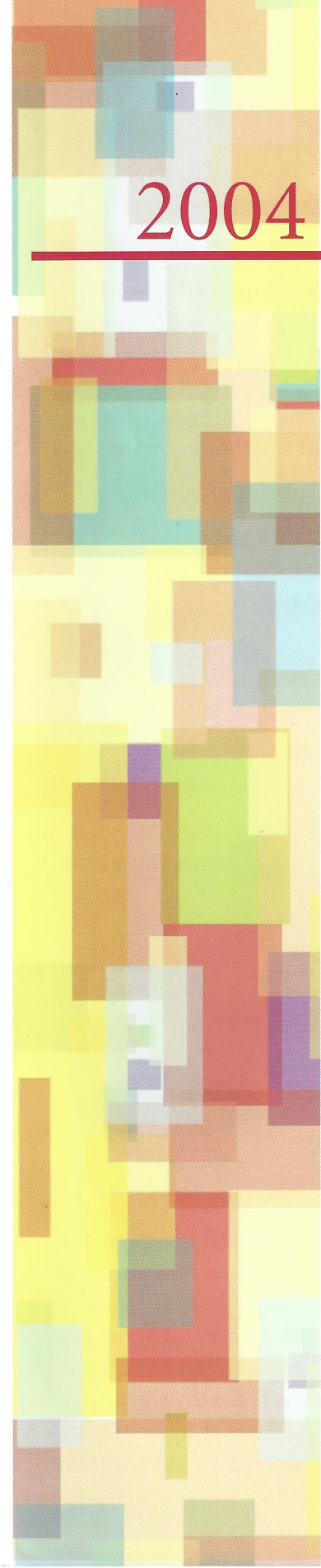




St. Louis Regional
International Partnership

2004

WORLD TRADE DAY

Global Solutions
for Business
Growth

Money,
Marketing
and Management

Thursday, May 20, 2004

7:30 am - 4:30 pm

The Ritz-Carlton

Clayton, Missouri

GLOBAL SOLUTIONS FOR BUSINESS GROWTH

Money, Marketing and Management

Agenda

- 7:30 AM REGISTRATION AND CONTINENTAL BREAKFAST
- 7:50 AM WELCOME
Carlos Poza, Acting Director General,
U.S. Commercial Service
- 8:10 AM OPENING ADDRESS
Dr. Gene Huang, Chief Economist, FedEx
So We're In A Recovery, Now What?
- 8:40 AM INTERNATIONAL MARKETING STRATEGIES
Strategic Planning
Allen Anderson, Edward Jones
Small And Medium Sized Business Opportunities In China
Sean King, Special Assistant for China,
U.S. Commercial Service
- 9:20 AM *Marketing To Latin America: Focus On Brazil*
John Harris, Minister Counselor for Commercial Affairs,
U. S. Commercial Service, Brazil
- 10:00 AM *Address To The Conference*
The Honorable George Herbert Walker,
U.S. Ambassador to Hungary
- 10:30 AM Presentation of Export Achievement Certificate Awards
- 10:40 AM INTERNATIONAL MANAGEMENT STRATEGIES
Legal Structures to Implement Trade Strategies
Thomas Bottini, Armstrong Teasdale LLP
Terrorism and Crisis Management
Michael Matheny, Recon Solutions
- 11:20 AM INTERNATIONAL FINANCIAL STRATEGIES
International Collection Strategies
Carlos Sosa, Fifth Third Bank
Currency And Hedging
Neil George, Jr., Loeb Investment
Currency Risks in China
Larry Kirschner, Wells Fargo