

## International Business Development Webinar Series



### International Business Development Webinar Series

According to the Office of the U.S. Trade Representative, over 95% of the world's population and 80% of the world's buying power lies outside the United States. That means if you want to take your business to the next level, then exporting may need to be a key part of your plan. Selling to foreign nations is different than selling to the Pentagon. For many small to medium-sized aerospace and defense contractors, this requires increasing their familiarity with the details of how it's done.

The North Carolina Military Business Center (NCMBC), the North Carolina Defense Industry Diversification Initiative (NCDIDI) and NC State Industry Expansion Solutions (IES) will host a two-part panel discussion on identifying, developing and executing international contracts in support of the Department of Defense.

This will be an open dialogue driven by participant questions submitted before and during the webinars. Part one will kick-off the discussion on March 18. The discussion will continue with part-two on March 25.

#### **Two-Part Panel Discussion**

Introduction to International Business Development - "The Challenges and The Rewards."

This webinar series is designed to be an interactive, introductory overview that will address key issues defense contractors face as they pursue opportunities abroad. Speakers will provide available resources in North Carolina to help defense contractors understand how to navigate international business opportunities and overcome the unique challenges of operating overseas.

#### **Webinar Dates:**

##### **Part One Discussion**

- › March 18, 2021,  
1:00 p.m. - 2:00 p.m. EST
- › Moderator – Joe Tew, Business Development Professional, North Carolina Military Business Center, Director, Blue Ridge Community College Military Business Center

##### **Part Two Discussion**

- › March 25, 2021,  
1:00 p.m. - 2:00 EST
- › Moderator – Michael Mullins, Director, North Carolina Defense Industry Diversification Initiative, Industry Expansion Solutions, NC State University

## Upon completion of the webinar, participants will:

- › Understand the benefits and the risks of international opportunities (operational and financial)
- › Understand how to identify, develop, and execute international contracting opportunities
- › Benefit from the experience of these panel members:
  - › John Loyack - Vice President, Global Business Services, Economic Development Partnership of North Carolina (EDPNC)
  - › Derek Chen, J.D. - CEO, Strategic International
  - › Christopher Cyr - Vice President, Business Development and Sales, GE Aviation, Military Systems Operation

## Who Should Attend

Defense contractors who wish to engage in international contracting opportunities and effectively navigate the web of statutes, regulations and policies governing the conduct of defense contracting overseas.

## Part One Discussion

March 18, 2021, 1:00 p.m. - 2:00 p.m. EST

Moderator – Joe Tew, Business Development Professional, North Carolina Military Business Center, Director, Blue Ridge Community College Military Business Center

## Part Two Discussion

March 25, 2021, 1:00 p.m. - 2:00 EST

Moderator – Michael Mullins, Director, North Carolina Defense Industry Diversification Initiative, Industry Expansion Solutions, NC State University

**NC STATE**

Industry Expansion Solutions

Industry Expansion Solutions (IES) is the engineering-based, solutions-driven, client-focused extension unit of NC State's College of Engineering. Our broad portfolio and deep industry expertise help organizations grow, innovate and prosper. Our extensive partnerships with business, industry, education and government generate a unique culture of collaboration that provides access to cutting-edge expertise, research, and technology.