

REVOLUTIONIZE

Your Company's Global Web Strategy



Creating a web site is easy.

Creating a successful international e-business takes more thought.

The virtual world of business is an entirely different ball game. You must be prepared to rethink everything—from building your web site and targeting your marketing to conducting due diligence on sales inquiries to taking and fulfilling orders. To help you revolutionize your e-business strategy, the Commercial Service is bringing together three global e-business icons—Google, FedEx, and Baker & McKenzie—to share best practices in our Web Revolution half-day seminars.

Learn how to promote your business, increase international sales and expand international markets using online tools.

The Internet offers a low risk, high visibility platform to market your company worldwide. Google will discuss cutting edge Internet-based tools to help your firm expand internationally.

Discover new tools for shipping your products anywhere on the globe.

Protecting your investments, getting paid, navigating through customs clearance requirements, and saving time and money are important considerations when shipping internationally. FedEx will discuss exporting resources your company can leverage.

Learn about international regulations for websites and e-commerce that should inform your web strategy.

Baker & McKenzie will discuss worldwide regulations that affect website design, marketing and e-commerce, and Safe Harbor.

Join the Revolution in your city.

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The U.S. Commercial Service—Your Global Business Partner.

U.S. Department of Commerce | International Trade Administration



The U.S. Commercial Service, Your Global Business Partner.

With offices across the United States and in more than 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration uses its global Network and international resources to connect U.S. companies with international buyers worldwide.

Join the Commercial Service's **Web Revolution** in these cities:

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