

Appalachia USA

The Orient Success trade delegation is part of Appalachia USA, a strategic initiative actively engaging the businesses, communities, and people of the Appalachian Region in today's global economy. Drawing on Appalachia's plentiful natural resources, the quality of its workforce, and the innovation and entrepreneurial spirit of its businesses, Appalachia USA is helping the Region strengthen its competitive presence in worldwide markets and increase export sales and related employment opportunities. The synergy gained through the regional coordination and cooperation of Appalachia's 13 member states, 72 local development districts, and 23 million residents is making the Region a growing force in the world marketplace and an increasingly respected competitor in the global economy.



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The Orient Success
Building Your Furniture
and Wood Product Exports
to Asia and the Pacific Rim



U.S. Commercial Service, Pittsburgh Office
425 Sixth Avenue, Suite 2950
Pittsburgh, PA 15219-1819



The Orient Success

**Building Your Furniture
and Wood Product Exports
to Asia and the Pacific Rim**

Appalachia USA Briefing Session
State College, Pennsylvania
March 16, 2006

A World of Business Opportunity Beckons

The global marketplace presents dynamic export opportunities for the businesses, communities, and people of Appalachia. Today, a quarter of America's economy is engaged in international trade, with Asia and the Pacific Rim presenting some of the most explosive export opportunities in the world.

The Orient Success: All Aboard!

To strengthen Appalachia's presence in these growing markets, the Appalachian Regional Commission (ARC) is working with federal, state, and local partners to organize the Orient Success, a regional trade delegation that will travel to China in 2006 to establish and expand sales opportunities for the Region's furniture, home-furnishings, and wood-product sectors. The Orient Success offers a convenient and cost-effective opportunity for firms not currently exporting to explore and promote the potential for new sales, while helping firms already actively engaged in exporting to build on their success. Members of the delegation will include representatives from the following industrial groups:

- Furniture/Home Furnishings
- Wood Products/Veneers
- Wood Product/Furniture Machinery and Precision Controls
- Chemical and Finishing Materials
- Furniture Design and Engineering
- Home Accessories

How Can the Orient Success Help Your Company?

ARC will present a half-day informational program to provide expert insight on the powerful new Asian and Pacific Rim markets and to show businesses how they can participate in the Orient Success regional trade delegation. The program will focus on national and international business trends, local exporting success stories, and the opportunities and complexities of the Asian marketplace. There is no charge to attend the program.

Please join us for this valuable informational program. Welcome aboard the Orient Success!

Program Agenda

10:00 am–Noon Welcome and Introduction

Running Fast: Positioning for Success in the Global Marketplace of the Twenty-First Century
Scott Hercik, Appalachian Regional Commission

Building Export Opportunities in Asia and the Pacific Rim
Peter O'Neill, Executive Director, Center for Trade Development
Pennsylvania Department of Community and Economic Development

From Appalachia to the World: A Hometown Formula for Export Success
Jim Burger, Vice President, Helsel Lumber Mill

Challenges and Opportunities in the Chinese Marketplace: An Insider's Perspective
Cathy Wang, Foreign Commercial Service, U.S. Consulate General, Guangzhou, China

Noon–1:00 pm Luncheon Presentation
Orient Success Trade Delegation Program and Calendar

1:00 pm–2:30 pm One-On-One Business Meetings
Participants will have the opportunity to meet with local trade specialists to discuss export opportunities for their companies.

Registration

Orient Success Briefing Session
March 16, 2006

Penn Stater Conference Center Hotel
215 Innovation Blvd.
State College, Pennsylvania

Please complete this form and return it to:

U.S. Commercial Service, Pittsburgh Office
425 Sixth Avenue, Suite 2950
Pittsburgh, PA 15219-1819
Fax: 412-644-2803
Telephone: 412-644-2817

- I plan to attend the briefing session.
- I cannot attend but would like additional information on the Orient Success Asia/Pacific Rim trade delegation.

NAME

TITLE

COMPANY NAME

COMPANY ADDRESS

TELEPHONE

EMAIL

WEB SITE

ARC will provide a box lunch for all participants.

- If you plan to attend but **do not** want a box lunch, check here.



The Orient Success Building Your Furniture and Wood Product Exports to Asia and the Pacific Rim