

September 21: Ecommerce: Tools for Selling Across the Border
PLEASE FEEL FREE TO FORWARD TO OTHER CO-WORKERS, CLIENTS, ETC.



SEPTEMBER 21
ECOMMERCE: TOOLS FOR SELLING
ACROSS THE BORDER

www.mitaonline.org

By 2020, nearly 15% of all retail sales are expected to be generated online. Cross-border ecommerce continues to grow, as more of the world's population become digital buyers, and retailers become better able to facilitate these transactions. In 2016, Forrester Research forecast that worldwide business-to-consumer (B2C) cross-border ecommerce would reach \$424 billion by 2021, making up 15% of all online commerce.

The U.S. is the original and most trusted cross-border market, considered around the world the best for quality products. The U.S. is; therefore, the top choice for purchasing overseas goods for many countries. Digital shoppers worldwide make nearly a quarter of their purchases from websites outside of their home country, with approximately half of these purchases occurring on U.S. websites. According to a study of cross-border shopping, 75% of respondents who made a foreign purchase selected the U.S. as their top destination for online shopping.

MITA has provided resources and education for the International business community for nearly 50 years. This is your opportunity to learn more about how U.S. based Ecommerce companies are selling internationally and what trends are expected on the horizon.

Speakers:

Meredith Bond - Meredith is the Director of the U.S. Commercial Service's Omaha office, a federal agency of the U.S. Dept of Commerce. She will provide an overview of government resources and general exporting best practices.

Gagan Mehra - Gagan is passionate about using technology to solve problems. His specialties include Big Data, Global Project Execution & Delivery, eCommerce, web-based implementations, speaking, and blogging. Mr. Mehra is a writer and contributor for PracticalEcommerce and is known for his expertise in Global Ecommerce. He will provide a overview of global Ecommerce and practical strategies for expanding internationally.

Danielle Kesten - Danielle will present how U.S. based FedEx customers are using Cross Border to expand internationally. Cross Border Checkout is a global e-commerce application that enables shoppers to quickly and easily complete transactions from more than 200 countries and territories without leaving the merchant's site. Cross Border connects you to global customers without the hassle of international shipping or paperwork.

NOTICE OF MITA'S ANNUAL MEETING: The 2017-2018 Board Slate will also be presented to the members at the annual meeting on September 21, 2017. The members in attendance will vote on the suggested Board Slate, the ballots will be tallied and the new Board of Directors will be announced at the end of this annual meeting.

EVENT DETAILS

- Date:** Thursday, September 21, 2017
- Time:** 8:00-8:30 am -- Registration/Networking (breakfast included)
8:30-11:30 am -- Program
- Location:** Tiburon Clubhouse, 10302 South 168th Street, Omaha, NE 402.896.1323
- Fee:** Platinum, Gold and Silver Members: Free
Bronze Members: \$35/person
Non-Members: \$75/person
Student/Retirees: \$35/person
- Late Registration Fee: \$10/person (after September 18th)**

REGISTRATION

To register for this event, please contact Gloria Penas at **402.596.1210**, email us at mita@mitaonline.org, or just [click here](#) !

Registration Deadline: Monday, September 18, 2017 (late registration fee \$10/person)

Payment can be made at the door or sent to: MITA, P.O. Box 642123, Omaha, NE 68164 (no-shows will be billed).

SPEAKERS

Meredith Bond, CGBP
Director
Nebraska U.S. Export Assistance Center
U.S. Department of Commerce



Meredith Bond is the Director of the US Commercial Service's Omaha office, a federal agency of the U.S. Department of Commerce. She works with clients across Nebraska and southwest Iowa to develop international marketing strategies, locate overseas business contacts and solve export process problems. She collaborates with local trade development organizations and Commercial Service colleagues worldwide to provide customized solutions for U.S. companies. Ms. Bond also serves as a nationwide resource to colleagues and clients in the area of Free Trade Agreements.

Gagan Mehra
Ecommerce Expert



Gagan Mehra is an expert in ecommerce and data. He has worked in multiple industries, across four continents, deploying various ecommerce solutions and in the process has solved many Big Data challenges. He works for a market leader in the data management space and, whenever time permits, dabbles in new technology. He is excited to share his knowledge and experience with everyone at MITA.



Danielle Kesten
Ecommerce WorldWide Account Manager
FedEx



Experienced, multi-talented, goal driven, professional with a proven record of innovation and strategic long term client relationships within the luxury brand marketplace. An ambassador of the FedEx brand, evangelizing FedEx CrossBorder Checkout; an integrated and secure international checkout solution that enables your business to reach international consumers through your existing eCommerce infrastructure. Checkout enhances transactions and offers a wealth of benefits such as enabling eCommerce to 200+ countries and territories, 80+ Currencies, 15+ Payment Options, 100% Fraud Protected. FedEx CrossBorder has developed pre-built shopping cart plug-ins for some of the most popular shopping cart platforms, allowing for easier integration and implementation.

MEMBERSHIP

Become a MITA member TODAY and start NETWORKING!

Visit www.mitaonline.org for membership details.

2017 UPCOMING MITA EVENTS

- September 21: Ecommerce: Tools for Selling Across the Border (Annual Meeting)**
- October 26: Export Compliance: Protecting Intellectual Property and Overseas Theft**
- November 16: Trade Zones, Tariffs and Antidumping Duties 101**
- December 14: Holiday Networking Event: Lauritzen Gardens**

This meeting, as well as future meetings, may be eligible for NCBFA.

MITA | 402.596.1210 | Email: mita@mitaonline.org | Website: mitaonline.org

