

January 18: Resources and Support to Build Your International Business

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JANUARY 18 RESOURCES AND SUPPORT TO BUILD YOUR INTERNATIONAL BUSINESS

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MITA has a broad offering of educational and informative events each year, along with partners that can help any size company expand their reach overseas. Please join us for an introduction to some of those valuable resources and a great start to 2018 with new information and updates on Thursday, January 18th.

Speakers/Topics:

[Catherine Lang, State Director -- Nebraska Business Development Center](#)
[Josh Nichol-Caddy, Export and Market Research Analyst -- Nebraska Business Development Center](#)

- Introduction of services of the Nebraska Business Development Center.
- How to reach out and connect with the Nebraska Business Development Center.
- Success stories and goals for 2018.

[Michael Nagle, Interim Director -- Nebraska Manufacturing Extension Partnership-UNL](#)

- ExporTech - Is not a training program; it is an implementation program.
- 3-Month Program: Plan, Educate, Connect, Implement.
- Overview of the MEP program.
- Resources to help manufacturing expand in international trade.
- Supply Chain programs at UNL.

[Cobus Block, International Trade Representative -- Nebraska Department of Economic Development](#)

- Governor's Council for International Relations (snapshot/introduction).
- Upcoming events for 2018 and focuses for state efforts.

[Melanie Krings, Executive Director, UNO Executive MBA Program and Executive Management Education Programs](#)

- Introduction of the UNO EMBA Program, which has conducted 102 projects with more than 75 sponsors, and in over 41 different countries - since 1989.
- The EMBA Program can assist international development, through; Market Entry,

- Expansion and Diversification, Analysis and Assessment, Financial Feasibility, Competitive Intelligence, and a host of other benefits - to benefit the Sponsoring company.
- You don't have to be a Multi-National Corporation to broaden your reach and get the due diligence done, prior to expanding your sales and development overseas.

EVENT DETAILS

- Date:** Thursday, January 18, 2018
- 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

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: Friday, January 16, 2018

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

SPEAKERS

Catherine Lang
State Director of the Nebraska Business Development Center
University of Nebraska-Omaha

Catherine Lang is the State Director of the Nebraska Business Development Center, at the University of Nebraska-Omaha. Lang leads the statewide outreach for NBDC and works to build new collaborative efforts across all four campuses of the University of Nebraska to support the University's economic development mission for the state of Nebraska.



Ms. Lang served the State of Nebraska for almost 33 years. She was the Director of Nebraska Department of Economic Development and the Commissioner of Labor. She was the Nebraska Property Tax Administrator, and the Deputy Tax Commissioner.

Catherine received her Bachelor of Fine Arts and her Juris Doctor from the University of Nebraska-Lincoln. As an involved state and community leader, Catherine is a member of several local and state philanthropic and community organizations

Josh Nichol-Caddy
Export and Market Research Analyst
Nebraska Business Development Center

Josh Nichol-Caddy joined NBDC as a market research analyst and export consultant in May 2015. Since then, he has earned certifications as an Economic Development Financial Professional and Certified Global Business



Professional. He has helped dozens of Nebraska small businesses navigate the export process and worked with Nebraska's Department of Economic Development to provide market research to companies exploring international opportunities. In September, he participated in the Governor's trade mission to Japan.

He received a master's degree in journalism as well as an MBA from the University of Missouri. While a student at MU and a full-time faculty member at Stephens College in Columbia, Missouri, he worked with various organizations to develop marketing and media strategies. He also has worked as a video editor, copy editor, social media marketer, reporter, and freelance writer.

Michael Nagle
Interim Director
Nebraska Manufacturing Extension Partnership - UNL



Michael Nagle has a total of 35 years of manufacturing experience in five companies in Nebraska; including electro-mechanical assembly, surface mount technology, fabrication, injection molding, powder coating, electrical testing, environmental and safety.

Positions include: Manufacturing Engineering Manager, Operations Manager, Design Engineering Manager and Project Manager. Michael also spent five years as Business Development Manager developing new products and markets in the U.S., Europe and Asia.

Michael has an MBA from the University of Nebraska - Lincoln, a BS - Industrial Technology from the University of Nebraska - Kearney and an Adjunct Instructor - Supply Chain Management, UNL, Spring, 2015.

Cobus Block
International Trade Representative
Department of Economic Development



Cobus assists Nebraska companies with exports, joint ventures, technology transfers, and new market entry. Cobus has organized multiple Governor-led trade missions to Europe and Asia and coordinates with various state agencies to promote the state overseas.

Before working at the Department, he spent 3 years studying and working in Asia. From 2008-2010, he studied International Political Economy at Zhejiang University in Hangzhou and Modern Chinese Literature at Capital Normal University in Beijing. While in China, Cobus worked for the Frontier Program researching agricultural development. Most of his research focused on food safety and supply chain management in the Chinese dairy industry, and development of the Chinese aquaculture industry. His findings have been published in the Wiley Handbook of Science and Technology for Homeland Security and other publications. In 2012, he received a Fulbright Research Scholarship to Kazakhstan where he spent a year at KIMEP University in Almaty, studying border trade between China and Kazakhstan and the effects of corruption on trade flow.

Cobus holds a Bachelor of Arts degree in International Relations from the University of Wyoming. He speaks advanced Chinese and basic Russian.

Melanie Krings
Executive Director, UNO Executive MBA Program and
Executive Management Education Programs



Melanie Krings became the Executive Director of the UNO Executive MBA Program and Executive Management Education Programs on April 1st. Prior to becoming the Executive Director, Krings was the program's assistant director since March 2014.

With a decade of higher education experience, Krings oversees the Executive MBA and Executive Management Education programs, providing strategic direction in areas such as external relations, program development and evaluation, marketing and recruitment, international projects, and fundraising.

Employed at UNO since 2008, Krings has led recruitment, marketing and operations for Executive MBA in addition to teaching part time and holding other campus leadership positions, including Staff Advisory Council president and appointments on UNO's Strategic Planning Committee and the Chancellor's Global Risk Management Taskforce. She earned an MBA as well as bachelor's degrees in business administration and journalism from UNO.

MEMBERSHIP

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Visit www.mitaonline.org for membership details.

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

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