



Northeastern Pennsylvania Alliance • 1151 Oak Street • Pittston • PA • 18640
(570) 655-5581 • (570) 654-5137 fax • www.nepa-alliance.org

FOR IMMEDIATE RELEASE: August 17, 2011
Contact Information: Suzanne Slussar, (570) 655-5581, ext. 251
sslussar@nepa-alliance.org

NEPA Alliance to Present its Annual Bringing the World to Northeastern Pennsylvania

August 17, 2011 – NEPA Alliance is pleased to announce its Annual Bringing the World to Northeastern Pennsylvania will be held on Wednesday, September 21, 2011 from 9:00 a.m. to 4:00 p.m. at the Woodlands Inn, Wilkes-Barre.

Last year, 35 companies participated in the 12th Annual Bringing the World to Northeastern PA event, resulting in 174 one-on-one meetings with 24 of PA's Trade Representatives; NEPA Alliance assisted over 100 clients and helped facilitate more than \$25 million in export sales; 10 Northeastern PA companies applied for Market Access Grants totaling \$15,000.

This year, NEPA welcomes Pennsylvania's 20 Authorized Trade Representatives to the Woodlands Inn to meet one-on-one with companies interested in developing international markets. These Trade Representatives are your company's market partners abroad by providing in-country assistance, personalized market intelligence, partner searches, company background checks, support at in-country trade initiatives and much more. These in-country trade experts are contracted by the state to help your company conduct business internationally.

This is a unique event that should not be missed by any company that is thinking about exporting, developing a new market or expanding on an existing one. Whether you're assessing the marketability of your product, have a specific question about standards or regulatory requirements, are looking to identify an overseas partner or almost anything in between, register now for Bringing the World to Northeastern PA.

There is no charge to participate but registration is required and appointments are available on a first come, first served basis.

For more information or to register, visit www.nepa-alliance.org/btw2011/index.html or contact Michael Horvath, International Business Development Manager at 570-655-5581, 866-758-1929 or mhorvath@nepa-alliance.org.

###