

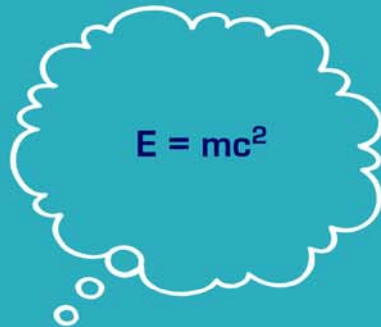
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- Your Global IQ
- Marketing Memphis Abroad
- Foreign Direct Investment
- Can We Help You?
- Where are We Headed?

■ Your Global IQ



In what country should you not give white flowers to your prospects, as they are considered flowers of death?

a. Japan | b. Zimbabwe | c. Zaire | d. Netherlands

For European prospects, the flowers in a bouquet should be an odd number...

True OR False

French business dictates that a business card should be attached to the gift...

True OR False

A discussion of the political situation in China is appreciated by visitors from Hong Kong

True OR False

For Italians, the topic to be avoided is

a. Current events | b. Opera | c. Vatican | d. Landscape

■ Your Global IQ

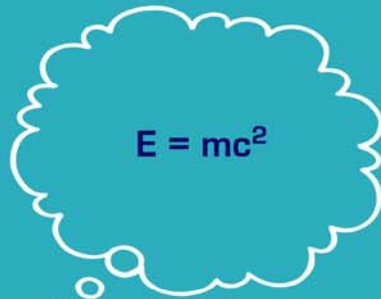
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■ Your Global IQ



In South Korea, it is impolite to ask about age, salary and education...

True OR False

A gift of red flowers is inappropriate in Germany...

True OR False

In China, it is impolite to leave a “clean plate.”

True OR False

Political and religious topics are acceptable in India

True OR False

Topics to be avoided in the United Kingdom

a. Religion | b. The monarchy | c. The European Union |
d. All of the above | e. None of the above

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Hmmm...
Genius or dunce?



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Eureka!
Shear Genius!



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■ Marketing Memphis Abroad

- Consulate relationships
- Memphis in May International Festival
- “Power lunch”
- Partnerships
- Development missions
- Direct marketing
- Trade Shows

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■ Foreign Direct Investment

- Global Investment of approximately 200 companies employing 17,000 people.



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■ Foreign Direct Investment

Top Investing
Countries |



Japan 40



United Kingdom 26



Germany 25



Canada 16

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■ Can We Help You?

Trade Education
& Sales Support |

★ Certificates of Origin

★ Training

★ US Export Assistance
Center

★ Partnerships

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■ Can We Help You?

Certificates of
Origin |

★ Chambers have issued
C/O's for years

★ No true authority exists

★ Sales Support

★ Revenue Generator

★ Liability



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■ Can We Help You?

Certificates of Origin Procedure |

★ Adopt specific procedures and assign staff that has signatory authority

★ Ask for accompanying documents, i.e., invoices, shipping instructions

★ Delegation of authority to freight forwarders



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■ Can We Help You?

Trade Education
& Sales Support |

✦ Passport Series



✦ Import Seminars

✦ Foreign Trade Zones

✦ Documentation

✦ Country-specific opportunities

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■ Where are We Headed?

- Logistics
- Biotechnology
- Automotive

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