



THE INTERNATIONAL TRADE ASSOCIATION OF GREATER CHICAGO

Invites you to a special webinar program:

PARTNERING FOR SUCCESS IN EAST ASIA

Presentations by:

Louise Kern

Founder

Global Business Information Services, Inc.

Yvonne Liu Wolf

Founder

Chinese Intercultural, LLC

Global trade is experiencing volatile times yet excellent business opportunities continue to develop in East Asia. With these opportunities also come risks: how do you validate your prospective business partners and once you have confirmed they are a good match, how do you communicate effectively with them to ensure your business relationship develops well?

This program will provide concrete advice on screening East Asian companies and interacting appropriately with them so you can maximize your commercial potential.

Our speakers are experts in their respective fields:

Louise Kern, founder of Global Business Information Services, Inc. (GloBIS: <https://www.glo-bis.com/>), majored in East Asian Studies at the University of Chicago and at Johns Hopkins' SAIS. She speaks Mandarin, German and French, and has spent nearly 20 years living overseas, including in three different Chinese cities. She has been conducting due diligence on companies and individuals worldwide since 1996. GloBIS is a Strategic Partner of the U.S. Commercial Service, and is a subcontractor for their International Company Profile (ICP) reports on companies in China, Vietnam, Indonesia, etc. GloBIS is also on Ex-Im Bank's list of recommended providers of credit reports on companies of any size, anywhere in the world.

Yvonne Liu Wolf, founder of Chinese Intercultural, LLC (<https://www.chineseintercultural.com/>), was born in Taiwan and has decades of experience mediating and teaching cross cultural understanding and helping business leaders unfamiliar with Chinese culture to develop and strengthen their ability to communicate effectively with Chinese businesspeople and build confidence. Taiwan-born, educated in the U.S. and Europe, and a native Chinese speaker, Yvonne speaks English, Mandarin, and Danish, and has studied Japanese, Spanish, and Greek.

Thursday, February 2, 2023

12:00 – 1:00 p.m. CST

Zoom login instructions will be e-mailed to each participant by 5:00 p.m. CST, January 17.

ITA/GC Members - \$25; Non-members - \$40

Register on-line at:

<https://www.eventbrite.com/e/partnering-for-success-in-east-asia-tickets-469623194617>