

**March 25, 2021**  
**2:30 - 4:00pm**  
**Pacific Time**  
**FREE**

# International Market Research and Growing Your Global Brand: A Webinar for Rural and Native American Businesses

## Presenters

### Successfully Targeting Key International Markets:

**Joshua Erickson**, Research Analyst, International Trade Administration, Rural Export Center

Market research does not have to be time consuming and expensive. There are free, publicly available, easy to use tools to help you begin your market entry strategy. We will cover free market intelligence websites, where to find more in-depth market research, and how to research your industry.

### Leveraging Community Partnerships to Support Sales:

**Tim Guardipee**, eCommerce Program Director, Native American Development Corporation

**Latashia Redhouse**, American Indian Foods Program Director, Intertribal Agriculture Council

The variety, number and scope of available programs can sometimes be daunting to navigate as a small business. Fortunately, there are many locally-based organizations, tied into national programs, that support small firms.

### PANEL DISCUSSION: Keys to Success for Building a Global Brand

**Romy Taormina**, CEO/Founder, Psi Health Solutions, Inc., the Maker of Psi Bands

**Eric Villegas**, Artist Services Coordinator, Southwestern Association for Indian Arts (SWAIA)

**Joanne Vliet**, Director, U.S. Commercial Service - San Jose (moderator)

What are some free/low-cost ways to research international markets for your products or services? How can businesses grow a global brand on a budget?

Join us on March 25 to learn best practices in **international market research**, using a variety of publicly available sources; pick up tips on how to maximize **social media** to grow your global brand; and, hear from **small business peers** who have successfully used these techniques to grow global sales.

For further questions, contact [Elizabeth.Krauth@trade.gov](mailto:Elizabeth.Krauth@trade.gov)

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