



Grow Your International Business



The Home Authority



INTERNATIONAL HOUSEWARES ASSOCIATION

In international business, a perfe

... to successfully enter a market, you need to master the local conditions, know the rules and understand the culture. To succeed, you need to recognize potential customers and partners, find a way to promote your products and keep your knowledge and strategies up-to-date in the ever-changing environment.



Information, Education and Important News

Understand the international business environment

— *Know your potential customers*

Country Reports — Receive information on new, emerging and other important markets, including analysis with a focus on housewares-related issues.

Special Reports — Benefit from country and industry-specific regulations and requirements.

Company Reports — Learn about the world's leading retailers, including analysis of home and housewares products offered.

International Trade Show Profiles — Access information about important global trade shows within the home and housewares industry from an exhibitor's viewpoint.

Discover new markets

— *Recognize the possibilities*

Trade Missions — Visit countries of special interest to HECNA members to locate distribution, retail and sourcing opportunities while experiencing cultures first-hand.

Tabletop Trade Shows and Retail Tours — Participate in events and tours held in connection with HECNA Global Forums.

Stay on top of key developments in international trade

— *Learn from relevant, industry-specific information*

Export Explorer — Receive HECNA's monthly newsletter featuring international news important to the home & housewares industry and to exporting companies.

HECNA Global Forum — Learn at the annual meeting, which features industry-savvy specialists discussing relevant export topics and providing education on market entry, global product development and marketing strategies.

Global Retail Reports — Access reports at discounted rates from Euromonitor International, the world's leading provider of retail business intelligence and strategic market analysis.

Global Industry News — Receive free daily e-mail newsletters from Retail Forward, each containing specific news from the world of housewares retailing.

Website — Access the "HECNA Members Only" databank with special reports, links and much more.



Best product is just a good start...

HECNA - The Housewares Export Council - can help you navigate this complex maze to succeed in the international marketplace. HECNA is a special interest group of IHA members, dedicated to helping its membership market and sell their products internationally by sharing information, providing networking opportunities and offering programs to assist, support and educate.

Networking, Contacts and Communication

Network with your peers

— *Ask the experts*

Networking — Communicate with other HECNA members to access countless years of industry knowledge.

Mentor Program — Receive valuable insight and advice on international issues by being partnered, upon request, with an experienced non-competitive housewares exporter.

Meet the right people

— *Gain competitive advantage at the International Home & Housewares Show*

“HECNA Members Only” Meetings — Meet with buyers of leading international retailers at special events.

Pre-Show International Attendee List — Access records from the International Home & Housewares Show, allowing you to personally invite and prepare for key international buyers.

Post-Show International Attendee List — Utilize the records for all international attendees who registered for the Show.

Exporter Signage — Promote your international interest to buyers by displaying a HECNA — provided *Exporter* sign in your booth at the Show.

International Reception — Network with international buyers and other HECNA members in a fun and informal setting.

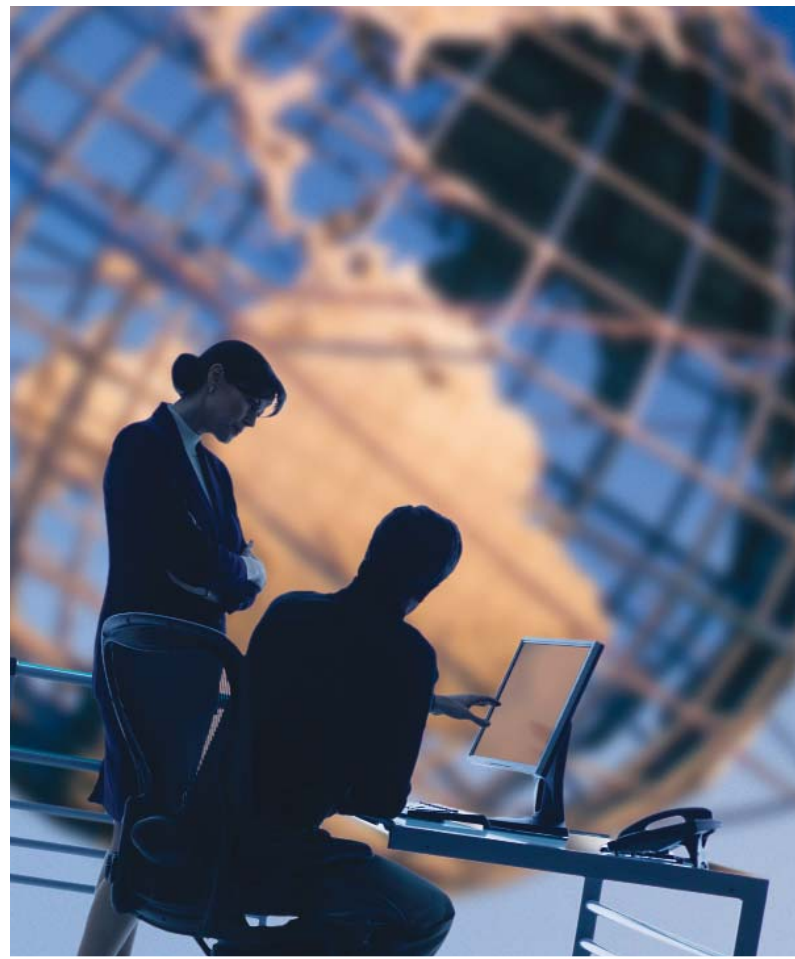
Increase your international exposure

— *Reach new markets*

HECNA Exporter Directory — Promote your company through HECNA's membership directory, which is distributed to key international buyers around the world.

HECNA Online Exporter Directory — Expose your company and products to international buyers via HECNA's searchable database found at www.housewares.org/hecna.

Global Press Release Campaign — Publicize your new products by allowing HECNA to distribute your press kits to over 30 key home and housewares publications around the world.



JOIN HECNA TODAY!



The world is there for you —
let HECNA help you reach
your international goals!

Send the enclosed
application form by mail
or fax or join online at
www.housewares.org/hecna



INTERNATIONAL HOUSEWARES ASSOCIATION

6400 Shafer Court, Suite 650

Rosemont, IL 60018 USA

Tel: +1-847-292-4200

Fax: +1-847-292-4211

www.housewares.org

121305A/4M