

• buyer connections  
• education • networking

# IBC GLOBAL FORUM

The essential  
annual meeting  
for sales  
professionals  
and companies  
looking  
to grow their  
international  
business

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# IBC

INTERNATIONAL  
BUSINESS COUNCIL

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**SAN DIEGO**

September 15-17

# 2019

# IBC GLOBAL FORUM

Sunday, September 15 • General Session



## IBC 101: *International Essentials*

IBC 101 is an optional session designed for those new to IBC, new to the Global Forum or new to export. Meet the IBC Board of Directors and IHA staff while learning about international essentials. This presentation will focus on market selection, export mechanics, distribution models, setting international pricing, INCO terms as well as other mechanics of exporting. During this session, attendees will have an opportunity for a mini-dialog with each IBC Board member in an effort to pre-introduce the Board members before the Global Forum officially begins with the Networking Reception & Dinner.

Monday, September 16 • Executive Education & General Sessions

## EXECUTIVE EDUCATION: *Positioning Global Influencers for Impact in Export Markets*

During the Executive Education session, Dr. Patrick Lynch of Thunderbird School of Global Management will present a pragmatic workshop, exploring steps for international sales teams to leverage influencers in global markets. Attendees will learn how to access consumers through social media influencers, how to focus efforts and where to dedicate resources and energy for the most powerful impact while safely positioning products on the radar of global influencers.



Dr. Patrick Lynch



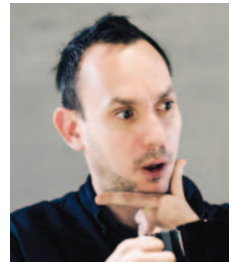
## MARKET OVERVIEW: *Key Global Markets*

With a portfolio of more than 25 key markets, IHA's Global Offices & Representatives will be in attendance for the Global Forum. Each Global Office and Representative will highlight the top 5 opportunities awaiting members in the key markets where their businesses are focused. This session prepares exporters to explore the expertise and resources offered by this knowledgeable group of industry professionals during the Global Forum. Primary markets include: Australia, Brazil, Colombia, France, India, Italy, Mexico, New Zealand, Scandinavia and the UK.



## RETAIL OVERVIEW: *Asian Markets - Taiwan, Hong Kong, Malaysia & Singapore*

Matt Ryan, International Business Development Manager of citisocial, will describe opportunities in Taiwan, Hong Kong, Malaysia and Singapore using citisocial's curated e-commerce platform, focused on supplying consumers with unique,



Matt Ryan

**citisocial** 找 好東西



# September 15-17 • San Diego

Monday, September 16 - Tuesday, September 17 • General Sessions

## MARKET OVERVIEW: Eddingtons Ltd., United Kingdom

Richard Walker, Commercial Director of Eddingtons Ltd., will discuss the UK market and his distribution firm's reach through the UK and Ireland, highlighting the types of products and suppliers that make for ideal entrants into these markets.



Richard Walker

EDDINGTONS

## RETAIL OVERVIEW: Culinarium

With 15 home and housewares specialty stores in Spain, Culinarium features a range of professional tableware and kitchenware products to facilitate the pleasure of cooking and entertaining. Carles Montori, Marketing Manager of Culinarium, will discuss how this family-owned retailer in its 5th generation of success works with global suppliers to differentiate its business and to grow customer loyalty through incomparable customer service.



Carles Montori

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## RETAIL OVERVIEW: Boyner

Boyner is a leading department store chain in Turkey with over 110 stores in 4 sales channels, including online. With outlets in 37 cities throughout Turkey, Boyner's offerings include global brands as well as Turkish brands. Hakan Zihnioğlu, Deputy General Manager – Sales of Boyner will describe how the retailer operates inside the landscape of the Turkish retail market.



Hakan Zihnioğlu

BOYNER



# IBC GLOBAL FORUM

## Networking Reception & Dinners

### Sunday & Monday

Join the IBC Board of Directors at the Welcome Reception & Dinner to officially start the 2019 IBC Global Forum. Attendees will have the opportunity to meet and mingle over dinners, continuing to network with industry peers and Global Forum presenters.



## NETWORKING SESSIONS: Strategic Problem Solving

### Monday & Tuesday

The Strategic Problem Solving sessions have been designed to allow IBC members to discuss international topics and issues in a small group setting. Find answers and solutions to your international challenges through networking with industry peers while building valuable relationships.



## AGENDA

### SUNDAY, SEPTEMBER 15

- 4:30 p.m. - 5:30 p.m. IBC 101
- 6:30 p.m. - 9:00 p.m. Networking Reception & Dinner

### MONDAY, SEPTEMBER 16

- 8:00 a.m. Breakfast
- 8:45 a.m. - 1:00 p.m. Executive Education
- 1:00 p.m. Networking Lunch
- 2:30 p.m. - 4:15 p.m. General Session Speakers
- 4:15 p.m. - 5:45 p.m. Strategic Problem Solving
- 6:30 p.m. Off-site Dinner

### TUESDAY, SEPTEMBER 17

- 8:00 a.m. Breakfast
- 8:45 a.m. - 9:35 a.m. General Session Speakers
- 9:35 a.m. - 10:50 p.m. Strategic Problem Solving
- 11:05 a.m. - 12:35 p.m. General Session Speakers
- 12:35 p.m. - 1:50 p.m. Networking Lunch
- 1:50 p.m. - 3:15 p.m. IBC Meeting & General Session Speakers

*Speakers, programs and agenda subject to change without notice.*

### Global Forum Venue/Host Hotel

**The Guild Hotel**  
500 West Broadway  
San Diego, CA 92101  
theguildhotel.com  
Tel: +1.619.795.6000

September 15-17  
**2019**

- Global Forum room rate of \$205/night plus 12.75% tax
- Global Forum begins on Sunday, September 15 and concludes in the afternoon of Tuesday, September 17.
- All rooms are non-smoking
- Check in: 3 PM / Check out: 12 PM

Book at: [www.tinyurl.com/IBCGF2019](http://www.tinyurl.com/IBCGF2019)

Reservations must be guaranteed with major credit card.  
Individual reservations must be cancelled 72 hours in advance  
of arrival to avoid cancellation fees.

**Rates are available through August 22 and are based on availability.**

**IBC**  
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The International Business Council (IBC) is a special interest group of International Housewares Association 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. [Housewares.org/Members/Ibc](http://Housewares.org/Members/Ibc)

**IBC**  
INTERNATIONAL  
BUSINESS COUNCIL  
**GLOBAL  
TRADE  
SPECIALIST**

The Global Trade Specialist certification program provides an international professional designation to identify those individuals who have made a commitment to furthering their knowledge and capability through continuing international housewares education.

Attend the 2019 Global Forum in San Diego to earn 3 credits towards your Global Trade Specialist Certification.

Register online at: [Housewares.org/Members/Global-Forum](http://Housewares.org/Members/Global-Forum)

Questions: Contact Lori Szudarek: +1.847.692.0116 or Email [Lszudarek@housewares.org](mailto:Lszudarek@housewares.org)



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