

# THINK GLOBAL

## C O N F E R E N C E



12TH – 15TH APRIL 2021

[WWW.THINKGLOBALCONFERENCE.ORG](http://WWW.THINKGLOBALCONFERENCE.ORG)



Now 100%  
Online

**The Think Global Conference is the world's largest event for those who sell a product or service outside of their own country**

With 23,000 C-level participants coming from 79 countries, this forum acts as an educational and networking platform where participants can learn about new trends, brainstorm, tackle challenges faced and potentially meet their next investor, supplier or customer.

Companies of all sizes attend the Think Global Conference - from the Fortune 500 and mid-sized companies; through to small enterprises and new start-ups.

## CONFERENCE SECTIONS

- Changes in International Trade
- Customer Loyalty / Customer Retention
- Customs Issues
- Due Diligence
- Trade Finance & Export Insurance
- Foreign Direct Investment
- Free Trade Agreements
- Government Incentives
- Legal Issues
- New Market Entry
- Online Selling
- Overcoming Covid19
- Patent, Trademark and other Legal Protections
- Sales, Marketing & Branding
- Selling Services Abroad
- Supply Chain & Logistics
- Trade Compliance
- Trade Promotion
- + [Export Basics](#)  
(a stream for those new to international trade)

## CONFERENCE FEATURES

- Experienced C-Level speakers from 34 countries
- Multiple conference streams
- Create your own schedule to suit your availability
- Live question and answer sessions
- 1:1 video chat with speakers and attendees
- Online speed-dating
- Break-out rooms
- Virtual 'reception room' to meet and greet other participants
- Booths with display materials, live chat and 'book a call' facilities
- 90 day 'after event' online access to all session recordings

**4 Days**  
**189 Speakers**  
**23,000 Attendees**  
**79 Countries**

## WHAT TYPE OF ORGANIZATIONS SHOULD ATTEND?

- Manufacturers
- International Service Providers
- IT & Software Companies
- Exporters & Importers
- Start-ups
- BPOs
- Freight, Logistics, 3PL, 4PL
- Supply Chain Management
- Sales & Marketing
- Legal Practitioners
- Accountants & Taxation Consultants
- Angel Investors & VCs
- Venture Capital Firms
- International Trade Management Companies
- Trade Finance & Banks
- Embassies & Consulates
- Government Ministries
- Government Trade & Investment Agencies
- Chambers of Commerce & Business Associations

## WHAT TYPE OF JOB TITLES SHOULD ATTEND?

- CEO, Chairman, Founder, Managing Director, Partner
- COO, CFO, CMO
- Accountants & Taxation Specialists
- Board of Investment Managers
- Chamber of Commerce Executives
- Economic Development Agency Managers & Staff
- Export Managers & Staff
- FDI Officials & Staff
- Freight & Logistics Managers & Staff
- Investment Officers & International Expansion Staff Lawyers
- Marketing Managers & Staff
- Sales Managers & Staff
- Start-up Advisors & Mentors
- Supply Chain Managers & Staff
- Trade Commissioners, Commercial Attaches & Consuls
- Trade Compliance Managers & Staff
- Trade Finance & Export Finance Managers & Staff
- Venture Capitalists & Angel Investors
- Warehousing Managers

# Some of our Honored Guest Speakers



**Dr. Mazen Soueid**

Chairman-General Manager,  
Investment Development  
Authority of Lebanon



**Achim Hartig**

Managing Director  
Germany Trade and Invest



**Ana Čulo**

Head of Sector for Investments  
Ministry of Economy and Sustainable  
Development, Croatia



**Arvind Radhakrishna**

Strategic Advisor- Trade & Investment  
Development  
Economic Development Board  
of Mauritius



**Bulganchimeg Bayasgalant**

Deputy Chairperson in charge  
of foreign direct investment and  
multilateral cooperation  
National Development Agency  
of Mongolia



**H. E. Carlos dos Santos**

Ambassador of the Republic of  
Mozambique to the USA



**Dejan Pavleski**

Director  
Invest North Macedonia



**Diane Edwards**

President  
JAMPRO (Jamaica)



**Edik Harutyunyan**

Manager of Investment Promotion  
and Foreign Relations  
Enterprise Armenia



**Federico Sosa**

Director of Attraction of  
Investments, REDIEX  
Ministry of Industry and  
Commerce of Paraguay



**Fernando Ferrero  
Álvarez-Rementería**

Investment Promotion Director  
Regional Economic Development  
Agency of Andalucía (Spain)



**Geerish Bucktowonsing**

Director – Industry Sector  
Economic Development  
Board of Mauritius

# Some of our Honored Guest Speakers



**Gerard Whitty**

Director, ASEAN & Taiwan  
IDA Ireland



**James York**

Director of US  
Business  
& Innovation  
Enterprise Estonia



**Jesse Graham**

International Business  
Development Executive  
Opportunities New Brunswick  
(Canada)



**Maria Alejandra  
Henriquez Suarez**

Head of Inbound Investments  
Probarranquilla (Colombia)



**Maria Zammit Micallef**

Manager, Investment Promotion  
Malta Enterprise



**Marian Ibarrondo**

Director  
Invest In The Basque  
Country (Spain)



**Matej Zahradnik**

Director of East Coast Operations  
Czech Invest



**Megan Williams**

Foreign Direct Investment  
Strategic Advisor  
Business Finland



**Namory Camara**

Managing Director  
Private Investment Promotion  
Agency (APIP) (Guinea)



**Necmettin Kaymaz**

US Country Director  
Presidency of the  
Republic of Turkey  
Investment Office



**Nelson Samuel**

Director  
Malaysian Investment  
Development Authority  
New York



**Rasa Uždavinytė**

Director of Export Department  
Enterprise Lithuania

# Some of our Honored Guest Speakers



**Rodica Verbeniuc**

General Director  
Agency of Investments  
of the Republic of Moldova



**Tarass Leočko**

Senior Investment Advisor  
Investment and Development  
Agency of Latvia



**Tashi Dorji**

Dy. Chief Industries Officer, Foreign  
Direct Investment Division  
Department of Industry, Ministry  
of Economic Affairs of Bhutan



**Tornike Zirakishvili**

Deputy CEO  
Enterprise Georgia/Invest in Georgia



**Vinay Guddye**

Director  
Economic Development  
Board of Mauritius



**Zhandos Temirgali**

Managing Director of Investment  
Promotion and Marketing Division  
"KAZAKH INVEST"  
National Company JSC



**Sirpa Tsimal**

Director Investment  
Promotion at Switzerland  
Global Enterprise  
Switzerland



**Rosa Katrina V. Banzon**

Commercial Attaché of the Philippine  
Trade and Investment Centers (PTIC)  
in Singapore and in Malaysia

# 12<sup>th</sup> April 2021: Foreign Direct Investment Day

For organizations looking to establish business operations abroad

## Covering:

- Economic Overviews
- Incentives / Benefits
- Key Industries
- Sectors of Growth
- FDI Related Legislation
- Investment Trends
- Market Outlook
- Market Entry Support Services
- Taxation
- Overcoming the Impacts of COVID-19

## Schedule

| Time (EST) | Country                                                                                             | Presentation Topic                                                                |
|------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| 2:00am     |                                                                                                     | Welcome Speech                                                                    |
| 2:30am     |  Philippines       | REBUILD PH: Investment Opportunities in the Philippines                           |
| 3:00am     |  Switzerland       | Emerging technologies: Swiss opportunities for foreign investors                  |
| 3:30am     |  Ireland           | Ireland: Your Gateway to Europe                                                   |
| 4:00am     |  Mongolia          | Doing Business in Mongolia                                                        |
| 4:30am     |  Bhutan            | Investment Opportunities in Bhutan                                                |
| 5:00am     |  Mauritius         | Re-engineering Regional Value Chain                                               |
| 5:30am     |  Lithuania         | Creating Futureproof Solutions Together                                           |
| 6:00am     |  Guinea          | Doing Business in Guinea                                                          |
| 6:30am     |  Malta           | Invest in Malta                                                                   |
| 7:00am     |  Croatia         | Invest in Croatia                                                                 |
| 7:30am     |  Spain           | Investment Opportunities in the Basque Country                                    |
| 8:00am     |  Spain           | Andalucía, Your Natural Gateway to Europe                                         |
| 8:30am     |  Georgia         | Georgia - A Pleasure Doing Business                                               |
| 9:00am     |  Moldova         | Moldova - Your Next Destination for Investments                                   |
| 9:30am     |  Armenia         | Invest in Armenia                                                                 |
| 10:00am    |  Mozambique      | Doing business in Mozambique                                                      |
| 10:30am    |  North Macedonia | North Macedonia - A Market with Export Potential                                  |
| 11:00am    |  Lebanon         | Invest in Lebanon                                                                 |
| 11:30am    |  Estonia         | Invest in Estonia - Where Unicorns are Made                                       |
| 12:00pm    |  Germany         | Invest in Germany                                                                 |
| 12:30pm    |  Czech Republic  | Investment and Trade Opportunities in the Czech Republic                          |
| 1:00pm     |  Malaysia        | Doing Business in Malaysia                                                        |
| 1:30pm     |  Colombia        | Barranquilla and the State of Atlántico: A Strategic Platform for Your Investment |
| 2:00pm     |  Latvia          | Latvia is the Heart of the New Nordics for Smart Foreign Direct Investments       |
| 2:30pm     |  Kazakhstan      | Invest in Kazakhstan                                                              |
| 3:00pm     |  Turkey          | Why Invest in Turkey?                                                             |
| 3:30pm     |  Canada          | Opportunities New Brunswick                                                       |
| 4:00pm     |  Jamaica         | Invest in Jamaica                                                                 |
| 4:30pm     |  Finland         | Sustainability, Climate Change and Cleantech in Finland                           |
| 5:00pm     |  Paraguay        | Paraguay – Land of Opportunities                                                  |

**Session too early or too late for you to attend?**

All participants will receive online access to session recordings for 90 days after the conference

# 13<sup>th</sup> April 2021: Stream 1

For organizations who are new to selling internationally

## Schedule

| Time (EST) | Topic                                                                                                   |
|------------|---------------------------------------------------------------------------------------------------------|
| 2:30am     | Welcome speech by the International Trade Council                                                       |
| 3:00am     | Opportunities, challenges, mistakes, and solutions, relevant to small businesses in international trade |
| 3:30am     | International routes to market                                                                          |
| 4:00am     | The basics of online marketing for exporters                                                            |
| 4:30am     | Exporting to the Middle East & Africa - What you need to Know                                           |
| 5:00am     | Tailoring your product fit and marketing plan for international growth                                  |
| 5:30am     | Are you considering expanding your business overseas?                                                   |
| 6:00am     | Putting together your first international sale - step by step                                           |
| 6:30am     | Raising funds to help your business go international. What to do, what to look out for                  |
| 7:00am     | De-risking new market expansion                                                                         |
| 7:30am     | The basics of international trade compliance                                                            |
| 8:00am     | Break                                                                                                   |
| 8:30am     | The macro economic impact of export trade: the ripple effect of a spending economy                      |
| 9:00am     | Assessing overseas markets                                                                              |
| 9:30am     | Going Global: How to succeed in international markets                                                   |
| 10:00am    | Is your brand positioned for export?                                                                    |
| 10:30am    | Break                                                                                                   |
| 11:00am    | What to consider before putting up your price tag                                                       |
| 11:30am    | The basics of online marketing for exporters                                                            |
| 12:00pm    | The importance of branding                                                                              |
| 12:30pm    | Is your brand positioned for success?                                                                   |
| 1:00pm     | Break                                                                                                   |
| 1:30pm     | Overcoming Export Obstacles for SME's (Small and Medium Sized Business Entities)                        |
| 2:00pm     | The paperwork of exporting. Shipping and compliance, pro-forma invoices, pro-forma forms etc            |
| 2:30pm     | Global Trade Disruptions: What Businesses Should know About Tariffs, Trade Actions, and Supply Chains   |
| 3:00pm     | Market entry into challenging markets                                                                   |
| 3:30pm     | Understanding Cultural Nuances, Combining International Street Smarts with Business Theory              |
| 4:00pm     | Global supply chains overcoming COVID-19                                                                |
| 4:30pm     | Modernizing International Trade through Digitization                                                    |

\* Session times may be subject to change without notice

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# 13<sup>th</sup> April 2021: Stream 2

For senior practitioners looking to enhance their general skills

## Schedule

| Category               | Time (EST) | Topic                                                                                                                                                      |
|------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Business Migration     | 3:00am     | Business migration to Australia                                                                                                                            |
|                        | 3:30am     | The Canadian Start-up Visa Program, a path to permanent residency for innovative entrepreneurs                                                             |
|                        | 4:00am     | Global Britain: Opportunities for businesses in the new post-Brexit United Kingdom                                                                         |
|                        | 4:30am     | Business migration: Brexit and EU nationals working in the UK                                                                                              |
|                        | 5:00am     | U.S. State and Local tax implications for foreign companies looking to expand into the U.S.                                                                |
| Market Research        | 5:30am     | International market research : Global perspectives around product, marketing and innovation                                                               |
|                        | 6:00am     | The importance of market research when entering the Indian market                                                                                          |
| Sales and Marketing    | 6:30am     | Driving More Engagement and Sales As Retail Adapts to the 'Next Normal': What are the best ways to use personalisation to better understand your customer? |
|                        | 7:00am     | Future-proofing digital strategy                                                                                                                           |
|                        | 7:30am     | How to build USP in four easy steps (even if you are just starting the business)                                                                           |
|                        | 8:00am     | Technological developments redefining international trade                                                                                                  |
| Market Research        | 8:30am     | Understanding the African marketplace - key metrics to consider in your market research                                                                    |
|                        | 9:00am     | Empower decision-making by transforming data into actionable insights                                                                                      |
|                        | 9:30am     | Balancing technology and anthropology in your market research                                                                                              |
|                        | 10:00am    | How to use keyword research to identify emerging trends and opportunities for your business                                                                |
|                        | 10:30am    | The Future of B2B marketing & sales: Data-driven approaches                                                                                                |
| Lessons from the Field | 11:00am    | Opportunities, trends and challenges in the African marketplace                                                                                            |
|                        | 11:30am    | The future of corporate transportation in Africa                                                                                                           |
|                        | 12:00pm    | Key take-aways from launching my global SAS business                                                                                                       |
| Break                  | 12:30pm    |                                                                                                                                                            |
| Lessons from the Field | 1:00pm     | How to regain economic sustainability for destinations and their hospitality and tourism businesses                                                        |
|                        | 1:30pm     | From Lawyer to CEO - Founding A SaaS Start Up                                                                                                              |
| Technology             | 2:30pm     | Social Selling with A.I. - Using Artificial Intelligence to Go Global with Social in a Virtual World                                                       |
|                        | 3:00pm     | Technological advancements in international commercial claims and debt recovery                                                                            |
|                        | 3:30pm     | The future of human communication is virtual                                                                                                               |
|                        | 4:00pm     | AI to automate : Using AI to automate product strategy, competitive strategy, market intelligence & customer experience                                    |

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# 14<sup>th</sup> April 2021: Stream 1

## Legal & Supply Chain Issues

### Schedule

| Category                 | Time (EST) | Topic                                                                                                        |
|--------------------------|------------|--------------------------------------------------------------------------------------------------------------|
| Legal Issues             | 3:00am     | Patent basics                                                                                                |
|                          | 3:30am     | Essentials of an international franchise contract                                                            |
|                          | 4:00am     | Intellectual property right clauses that you must consider before signing                                    |
|                          | 4:30am     | Legal Considerations During Uncertain Times                                                                  |
|                          | 5:00am     | Making your contracts bulletproof, so you don't have to enforce your IP                                      |
|                          | 5:30am     | Handling corruption issues (Why Corruption Risk is Not Just About the FCPA)                                  |
|                          | 6:00am     | Patents, the Pandemic and You                                                                                |
|                          | 6:30am     | How to take advantage of Free Trade Agreements                                                               |
| Break                    | 7:00am     |                                                                                                              |
| Trade Compliance         | 7:30am     | The Top 5 Risks for global business in 2021                                                                  |
|                          | 8:00am     | New CE requirements for medtech products/medical SW                                                          |
|                          | 8:30am     | Commencement of Trade in AfCFTA: Key Issues, Opportunities and Challenges                                    |
| Legal Issues             | 9:00am     | Global trade disruptions: What businesses should know about tariffs, trade actions and supply chains         |
|                          | 9:30am     | IP & Innovation: Due Diligence and Protection for Global Companies                                           |
| Break                    | 10:00am    |                                                                                                              |
| Trade Compliance         | 10:30am    | International Due Diligence: Where is Your Risk?                                                             |
| Legal Issues             | 11:00am    | Regulatory framework on electronic identification and authentication                                         |
|                          | 11:30am    | Privacy and Data Protection Risks for Cross-Border Data transfer                                             |
|                          | 12:00pm    | Why having a Mediation culture is good for business?                                                         |
|                          | 12:30pm    | Avoiding Unintentional Intellectual Property Infringement in Advertising                                     |
| Break                    | 1:00pm     |                                                                                                              |
| Supply Chain & Logistics | 1:30pm     | Customs basics: How to mitigate total cost of customs clearance by using proper customs clearance procedures |
|                          | 2:00pm     | "I've found a foreign supplier, now what?": Importing to the USA, and Incoterms 101                          |
|                          | 2:30pm     | Achieving Supply Chain Success in US Retail                                                                  |
|                          | 3:00pm     | The New Standard: How Technology is Transforming North American Cross-border Freight                         |
|                          | 3:30pm     | Automated freight forwarding and cold storage industry as it relates to exports                              |
| Technology               | 4:00pm     | Modernizing International Trade through Digitization                                                         |
|                          | 4:30pm     | How Covid19 has pushed digitization from being a 'nice-to-have' to a 'must-have'                             |

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# 14<sup>th</sup> April 2021: Stream 2

Ecommerce, Branding, Online Marketing

## Schedule

| Category            | Time (EST) | Topic                                                                                                           |
|---------------------|------------|-----------------------------------------------------------------------------------------------------------------|
| Technology          | 3:00am     | The Future of Container Trucking                                                                                |
|                     | 3:30am     | Blockchain technology and 4x4 Innovation Financing                                                              |
|                     | 4:00am     | Unbundling of Legal Services through LegalTech                                                                  |
| Sales and Marketing | 4:30am     | The ABCs of Localization and importance of ranking in SERP                                                      |
|                     | 5:00am     | Easy SEO Wins in 2021 for Small-Medium Sized Businesses                                                         |
| Technology          | 5:30am     | The Role Of Digitized Logistics In The Making Of A World-Power-Africa                                           |
|                     | 6:00am     | Rethinking the Last Mile to face the next normal                                                                |
|                     | 6:30am     | Easy and quick way to introduce industry 4.0 into manufacturing companies through large scale AR                |
|                     | 7:00am     | Digitization of the global organic supply chain and how it will help to overcome the next pandemic              |
| Break               | 07:30am    |                                                                                                                 |
| eCommerce           | 8:00am     | Effective eCommerce strategies to reach a European audience                                                     |
|                     | 8:30am     | Entering the U.S. market to sell on Amazon FBA - what you need to know                                          |
|                     | 9:00am     | Online is Now the Most Important Channel for Businesses Today - The Growth of eCommerce Accelerated by COVID-19 |
|                     | 9:30am     | \$100M Ad Creative Study: The 7 proven ad types that scale e-commerce revenue                                   |
|                     | 10:00am    | Bringing your product online in the USA: ecommerce strategies for those new to the US marketplace               |
|                     | 10:30am    | Successful ecommerce strategies in light of Covid-19's changing marketplace                                     |
| Sales and Marketing | 11:00am    | Going Global Strategies for winning global markets                                                              |
|                     | 11:30am    | Building International Partnerships in an Unpredictable Global Environment                                      |
|                     | 12:00pm    | How to build a high value, global brand                                                                         |
| Break               | 12:30pm    |                                                                                                                 |
| Sales and Marketing | 1:00pm     | How to Stand Out and Differentiate Your Business in the Market                                                  |
|                     | 1:30pm     | The basics of online marketing for exporters                                                                    |
|                     | 2:00pm     | The Silver Linings [Marketing] Playbook: Take-aways from a Year of Marketing in a Pandemic                      |
|                     | 2:30pm     | Brand storytelling                                                                                              |
|                     | 3:00pm     | One Perspective Shift in Increase Revenue Now                                                                   |
|                     | 3:30pm     | Marketing in Times of Uncertainty                                                                               |
|                     | 4:00pm     | How to Create Continuous Customer Engagement                                                                    |
|                     | 4:30pm     | How To Use a Complete CRM to Scale Your Global Business                                                         |

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# 15<sup>th</sup> April 2021: Stream 1

Sales & Marketing  
Future-Proofing Your Brand  
+ Market Entry into China, USA, UK & Europe

## Schedule

| Category            | Time (EST) | Topic                                                                                              |
|---------------------|------------|----------------------------------------------------------------------------------------------------|
| Sales and Marketing | 3:00am     | Crowdsourcing content for brand marketing                                                          |
|                     | 3:30am     | How to overhaul your digital brand for a post-Covid business environment                           |
|                     | 4:00am     | How to build your brand in China                                                                   |
|                     | 4:30am     | How to enter the China market                                                                      |
|                     | 5:00am     | Digital Marketing Strategy for SMEs                                                                |
|                     | 5:30am     | How to increase your online sales without more advertising                                         |
|                     | 6:00am     | How to deliver a Great Customer Experience to Drive Business Growth                                |
|                     | 6:30am     | Digital Innovation & Brand Impact                                                                  |
| Break               | 7:00am     |                                                                                                    |
| Sales and Marketing | 8:00am     | Keys to expanding your brand into Portugal                                                         |
|                     | 8:30am     | Trade marketing as a value creator                                                                 |
|                     | 9:00am     | The basics of online marketing for exporters entering the UK                                       |
|                     | 9:30am     | Practical advice on reaching multi-cultural markets in the USA                                     |
|                     | 10:00am    | Top 10 internet ranking factors for 2021                                                           |
|                     | 10:30am    | The importance of personal branding for your international sales strategy                          |
|                     | 11:00am    | Targeting EU-based clients: Localisation and standing out in search engines                        |
|                     | 11:30am    | TikTok - The basics of influencer marketing on TikTok and how to get started                       |
|                     | 12:00pm    | Update Your Sponsorship Model: A Strategic Approach to Live & Virtual Sponsorships                 |
|                     | 12:30pm    | Localizing your digital media buying to maximize international growth potential                    |
| Break               | 1:00pm     |                                                                                                    |
| Sales and Marketing | 1:30pm     | Future Proofing Your Brand                                                                         |
|                     | 2:00pm     | Behind the Hype: Does Digital Marketing Actually Work?                                             |
|                     | 2:30pm     | Using search engines to target new customer acquisition                                            |
|                     | 3:00pm     | Organic Agriculture Product Marketing                                                              |
|                     | 3:30pm     | The short term and long term effects of content marketing as a new business generator              |
|                     | 4:00pm     | TV and digital attribution, what is it? And how recent news from Apple and Google are impacting it |
|                     | 4:30pm     | Lightning-Fast Strategic Moves: Using Clear Brand Values to Adapt to Change                        |

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### Session too early or too late for you to attend?

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# 15<sup>th</sup> April 2021: Stream 2

Sales & Marketing  
Future-Proofing Your Brand  
+ Market Entry into Africa

## Schedule

| Category            | Time (EST) | Topic                                                                                  |
|---------------------|------------|----------------------------------------------------------------------------------------|
| Technology          | 4:00am     | How to leverage technology to understand consumer needs in a changing marketplace      |
|                     | 4:30am     | Technological developments redefining international trade                              |
|                     | 5:00am     | Why Conversational AI has become the #1 Tech Trend                                     |
| Break               | 5:30am     |                                                                                        |
| Sales and Marketing | 8:00am     | How to communicate your competitive advantages during a pandemic                       |
|                     | 8:30am     | How to use positive influence for power and profits                                    |
|                     | 9:00am     | Getting the Most from Your Content                                                     |
|                     | 9:30am     | The importance of social media to your global business                                 |
|                     | 10:00am    | Why Organic Celebrity Placements are the Holy Grail of Marketing, and How to Score One |
|                     | 10:30am    | Three ways To WIN with digital marketing in 2021                                       |
|                     | 11:00am    | The Future of a Brand Promise: Positioning Your Brand for Success                      |
|                     | 11:30am    | Brand Position, Awareness, Equity & Voice                                              |
| Market Research     | 12:00am    | The Growth Market - Understanding the benefits of AfCFTA and doing business in Africa  |
| Break               | 12:30pm    |                                                                                        |
| Sales and Marketing | 1:00pm     | Finding foreign customers using LinkedIn                                               |
|                     | 1:30pm     | Best Practices for Marketing Your Business through SEO, PR & Digital Marketing         |
|                     | 2:00pm     | Autonomous Marketing Systems - Opportunities and Limitations                           |
|                     | 2:30pm     | How to Connect Your Inspiring Story with Your Exact Target Market                      |
|                     | 3:00pm     | How to price your products                                                             |
|                     | 3:30pm     | How to reach the US healthcare consumer market with SEO marketing                      |
| Technology          | 4:00pm     | Building your go-to-market strategy                                                    |

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