

# Doing International Business Virtually



## Lessons Learned by Iowa Exporters

Facing the new business norm in an extended global health crisis, we see conferences, trade shows, and other business events being cancelled all over the world, and international travels being all but impossible. Are you puzzled on where and how to find those crucial business leads and potential partners? Are you struggling to figure out how to maintain effective contact and relationship with your distributors and customers? Do you have to deal with unpredictable technical issues with virtual meetings on top of language and time zone differences? If the answer to any of these questions is yes, consider attending this webinar.

In partnership with the Iowa District Export Council, we will provide a lively and interactive panel discussion featuring real Iowa exporters. Highly experienced, the speakers have managed to continue bringing impressive export results despite the international impact of the pandemic.

### Attend this webinar to learn:

- Export experiences and lessons learned by real Iowa exporters in the virtual environment;
- How to search for, negotiate, and establish new distributors/partners in the virtual world;
- Tips to maintain effective contact and productive relationships with customers without face-to-face meetings;
- Best practices and etiquette for virtual conferences.

### Panelists:

Mitch Malcolm, Vice President of Global Sales, Irontite Products

Tom Dixon, Director of Breeder Sales to the Americas, Hy-Line International

Bryan McNulty, Assistant Director of International Sales, Musco Sports Lighting

**Register today**  
[Here](#)

### Event dates

Tuesday, October 26, 2021  
9:00 AM CST - 10:30 AM CST

### Location

Virtual

### Cost

Free

### More information

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