



## ***CFA SOURCING SEMINAR @ MAGIC***

### ***'Thinking of Exporting Your U.S. Fashion Brand?'***

**As the world becomes smaller the internet, logistics, and financing become vital issues...**

**Listen to experts on how to market, sell and protect your brand globally!**

**MONDAY, FEBRUARY 20TH, 2017**

**4:00 PM - 5:00 PM**

**Las Vegas Convention Center | North Hall | Room N250**

#### **Topics for our panel:**

- Selecting the appropriate markets for your brand
- Challenges of selling overseas
- Protecting your brand name
- e-Commerce around the world

#### **Panel:**

- **Jay Silver** - Principal, **CBIZ Apparel Practice** ("Financing Global Fashion")
- **Barbara Graff** - VP, **Moonbasa** ("Operating online internationally")
- **Gerald Feeney** - Director Consumer Retail, **DHL Global Forwarding** ("Getting it there")
- **Malcolm McNeil** - Partner, **Arent Fox LLP** ("Protecting your global brand")
- **David Josephson** - Managing Director, Western Region, U.S. Ex-Im Bank

#### **Moderator:**

- Ilse Metchek - President, **California Fashion Association**

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