

# International Marketing for Forest Products Industries

Tuesday, October 20, 2009

8:30 a.m. – 4 p.m.

USDA Forest Service  
Wood Education & Resource Center  
301 Hardwood Lane  
Princeton, WV 24740

This workshop is designed to assist wood products companies from primary and secondary sectors to better understand and seize exporting opportunities. Speakers will cover aspects ranging from marketing principles to logistic issues in preparation to capture international markets



Brought to you by:



WOOD EDUCATION  
AND RESOURCE CENTER



**REGISTRATION  
COST: \$50**

For registration and further information please click [here](#) or contact Henry Quesada at (540) 231-0978 or [quesada@vt.edu](mailto:quesada@vt.edu)

## PROGRAM

### MORNING SESSION:

- Status of Wood Products Industry
- International Marketing Principles
- Marketing Intelligence for Export

### AFTERNOON SESSION:

- Sustainability and Green Markets
- Logistics and Transportation Issues
- Panel Discussion