

# PRESS RELEASE



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**For Immediate Release**

## **Southwest Virginia Higher Education Center and ETSU to Co-Sponsor International Trade Seminars**

The Southwest Virginia Higher Education Center (SVHEC) and East Tennessee State University (ETSU) will co-sponsor the first "Tri-Cities International Trade Seminars" on March 16, 23, and 30. The sessions, which will be held at the ETSU Center in Bristol, TN, and the SVHEC in Abingdon, VA, will provide a comprehensive overview of international trade procedures. Presenters will include representatives from the international marketing, transportation, banking, legal, and trade promotion sectors.

According to George Hiller, Director of International Trade and Education at the SVHEC, "Area exporters, importers, and entrepreneurs continue to ask for this type of training. All business is now global, and we want to help our companies remain competitive and take advantage of international opportunities." Dr. Jon Smith from the ETSU School of Business added: "We also think it is important to approach international trade development as a regional initiative for the Tri-Cities in order to more effectively use our resources." Both the SVHEC and ETSU have received major grants from the U.S. Dept. of Education's Business and International Education program to develop the series.

For registration information, please call ETSU at 1-800-222-3878. For more information on the programs, please call Dr. Jon Smith at 423-439-5493 or e-mail him at [smitj101@etsu.edu](mailto:smitj101@etsu.edu). George Hiller may be reached at 276-619-4374 or via e-mail at [ghiller@swcenter.edu](mailto:ghiller@swcenter.edu).