WORLD TRADE DAY LUNCHEON

Investing Locally to Succeed Globally:
A Strategy for Growth

March 30, 2005 • 12:00 p.m. • Von Braun Center

MADISON COUNTY commission

The 22nd annual World Trade Day Celebration Luncheon will be held Wednesday, March 30, at 12:00 p.m., in the North Hall of the Von Braun Center. The Madison County Commission annually proclaims World Trade Day (WTD) locally to recognize the increasing importance of international trade in the growth and economic well being of our region. The North Alabama International Trade Association (NAITA) and the Madison County Commission will co-sponsor the luncheon in cooperation with TEAMS Week. ***Corporate tables and individual registration are available at www.acteva.com/go/naita or by contacting NAITA at 256.532.3505 or naita@naita.org.***

Ken Cornelius, President and CEO, Siemens One, Inc., and Vice President of Sales for Siemens Corporation, will provide the keynote address. Mr. Cornelius will discuss internationalization vs. globalization. While many companies used to – and some still do – take the approach of importing management, products, and marketing into regions to establish their presence, Siemens is truly a "global" organization, understanding the importance of growing organically and operating as a local company in its regions. Siemens is a prime case study in "localizing" its global operations.

In his role at Siemens One, a sales and marketing organization and wholly-owned subsidiary of Siemens Corporation, Cornelius develops strategies and tactics to identify business opportunities that involve multiple Siemens operating companies. By leveraging the breadth of Siemens' portfolio of companies, innovations, and global financial strength, Cornelius' team can provide select customers with tailored solutions that improve their performance and bolster their competitive position in the marketplace.

The World Trade Day Luncheon focuses on the importance of trade to our local, regional, and national economies. More than 148 known exporters operate in Madison County and directly or indirectly impact more than 50,000 local jobs. Over a ten-year period, their exports increased by 295%. During the luncheon, NAITA will present the 2005 Global Trade Award to a regional company for its international business accomplishments.

Contact NAITA at 256.532.3505 or naita@naita.org for further information.

March 30, 2005 **NAITA RESERVATION FORM** **Von Braun Center**

NAME _____TITLE_____

COMPANY_____PHONE _____FAX _____

ADDRESS_____ e-mail_____

CITY _____ STATE_____ ZIP CODE_____

PAYMENT MUST BE RECEIVED IN ADVANCE/AT DOOR ___PAYMENT ENCLOSED _____AMOUNT
Cost: $20.00 **NAITA, P.O. BOX 2457, HUNTSVILLE, AL 35804**
_____PAY AT DOOR - CHECK OR CASH ONLY

Please Fax Your Reservation to: 256.532.3704 or email rsvp@naita.org.
Contact NAITA at 256.532.3505 or www.naita.org for further information.
NO-SHOWS WILL BE BILLED. SUBSTITUTIONS ACCEPTED.