



Getting to Global Webinar Series

# Cross-border eCommerce Strategies and Website Globalization

March 20th, 2019 – 1:00pm EST / 10:00am PST

## Quick, affordable and non-techy ways to optimize your website for incremental global expansion

Presented by  **Getting to Global** in partnership with



While cross-border online sales will reach \$1 trillion by 2020 74% of merchants are not prepared to service their top markets. Hear straight-talking insights on how to tap into global markets via ecommerce and learn actionable take-aways you can apply to your growth strategy immediately.

- Learn how to start your incremental journey to global sales through ecommerce channels with plug-ins and tools at the lowest cost possible with minimal in-house tech support.
- Learn how to use government grant money to convert your transactional site into a global-ready sales channel and marketing your products overseas.

## A Webinar for Online Merchants Looking to Expand Overseas

Whether you sell packaged foods, apparel, cosmetics or software solutions, we will provide input as to why doing any of the following will make or break your conversation and how you can get started:

- Display a pop-up welcome message in 10 languages
- Display the prices in your visitor's local currency
- Facilitate payments in 200 currencies
- Calculate the total landed cost for your customers
- Translate your checkout and emails automatically
- Find support resources and product category experts
- Reduce your shipping costs with preferred rates
- Protect against global fraudulent transactions

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# Cross-border eCommerce Strategies and Website Globalization

## Webinar Host

### Joshua Halpern – Executive Director, Getting to Global

From 2011 through 2015, Joshua Halpern led the ecommerce, retail, franchise, licensing, cosmetics and logistics portfolios for the U.S. Embassy in China, where he provided market-entry consulting for U.S. companies.

Josh was asked to return to Silicon Valley to launch the eCommerce Innovation Lab for the U.S. Department of Commerce. During his tenure Josh formed the eCommerce Export Council where he leveraged private sector solution to fast track companies into overseas markets. His work has led to his creation of the Getting to Global Initiative and its free online Export Accelerator. He speaks regularly at industry conferences across the U.S., China, LATAM and EU and has won U.S. State Department and Department of Commerce awards for his innovation in management and public-private ecommerce solutions.

Mr. Halpern was a commissioned and tenured Foreign Service Officer prior to taking on his current role. He holds a B.F.A. from New York University's Tisch School of the Arts, an MBA from INSEAD and an EMBA from Tsinghua University. He speaks Spanish and Chinese.

## Panelist

### Joshua Aiken – Chief of Staff, Zonos

Joshua Aikens is a long-time Ambassador for the Getting to Global initiative and the Chief of Staff at Zonos, a leading provider of cross-border eCommerce technologies. Josh speaks regularly at conferences and workshops helping small businesses expand globally.

## Panelist

### Carolyn Turner– Senior International Trade Specialist, Alabama International Trade Center

Carolyn assists small and medium sized companies with international trade, expands companies' sales via international opportunities, solves problem on wide ranging international topics such as ITAR and EAR, classification, regulations, contracts, finance options, risk mitigation, and more. She also conducts country/market analyses for international market research, provides international business training and presents educational industry seminars and oversees research staff on international trade projects and assignments.

## Panelist

### Patrick L. Perreault – CEO, Square One

Patrick Perreault and his digital marketing agency, Square One are proud partners of the Getting to Global Initiative. Square One helps businesses expand to global markets through website, digital marketing, and eCommerce globalization.

## Our Partners

