

The Wisconsin Economic Development Corporation (WEDC) and MMAC's World Trade Association and the University of Wisconsin – Oshkosh are happy to welcome, Dr. Linda von Delhaes-Guenther, managing director of WEDC's trade office in Europe, to Wisconsin for meetings with Wisconsin companies.

European Market Updates for Wisconsin Exporters

Wednesday, March 14	Thursday, March 15
8 – 10 a.m.	10 a.m. – 12 noon
Global Water Center Auditorium 247 W. Freshwater Way, Milwaukee, WI 53204	UW-O Alumni Welcome & Conference Center Executive Boardroom 625 Pearl Avenue, Oshkosh, WI 54901

Dr. von Delhaes-Guenther will address:

- The return of growth in the Euro zone
- Designing pan-European and country specific strategies
- The current status of Brexit
- Contending with German competitors

WEDC will be leading a trade venture to Germany from June 23-30, 2018. Dr. von Delhaes-Guenther's visit to Wisconsin will be a great opportunity to discuss your firm's potential in multiple European markets and how to use the trade venture to meet potential agents, distributors, and end-users in Germany. More information on the trade venture to Germany is available at <https://wedc.org/germany18>.

To register for the March 14 presentation in Milwaukee, contact Katie Henry, Executive Director of the MMAC's World Trade Association, khenry@mmac.org, (414) 287-4123 or Shirley Malski, International Trade Consultant, University of Wisconsin – Oshkosh, malskis@uwosh.edu, (920) 424-4631 for the March 15 presentation in Oshkosh.

Linda von Delhaes-Guenther, Managing Director and Partner, AHP International

Within the AHP Group, Dr. von Delhaes-Guenther is responsible for supporting small- and mid-sized firms from Wisconsin, other U.S. states, and other countries seeking to initiate or increase sales to European, and especially German, markets.

Linda has been active in the field of international trade and investment for more than 15 years. She served as Director of the International Department of the Chamber of Commerce and Industry of Halle/Dessau in Saxony-Anhalt. Before joining AHP in 2008, she was head of marketing at the Italian Chamber of Commerce & Industry in Frankfurt. Born in the Italian region of Piedmont, she grew up in Italy and Germany. She holds a master's degree in economics and a Ph.D. in international economy.



There is no cost to attend either of the briefings, but please register by sending an e-mail to khenry@mmac.org or malskis@uwosh.edu in order to ensure sufficient space and materials are available. Dr. von Delhaes-Guenther will also be available for a limited number of visits to Wisconsin exporters facilities for one-on-one meetings and more in-depth discussions. Please contact Stanley Pfrang at stanley.pfrang@wedc.org, if you would like to arrange a one-on-one meeting.