

NEWS RELEASE



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FOR IMMEDIATE RELEASE

EXPERT TO SPEAK ON DOING BUSINESS IN EUROPE, FEB. 13TH

Shreveport, LA — Even in the midst of the uncertain economic times and the variety of sobering news, companies can and should look for new business growth opportunities. Many U.S. companies don't consider how overseas opportunities could translate into more business and success for their firms. David Smallman, an expert on international business development with experience around the globe will be in Northwest Louisiana for a workshop on how Louisiana companies can do business in Europe.

Mr. Smallman, a native of the United Kingdom, is founder of Pathfinder Team Consulting, Ltd. Mr. Smallman is under contract with Louisiana Economic Development (LED) and serves as the organization's expert/representative in Europe.

The Alliance NW committee of the Northwest Louisiana Economic Development Foundation (NLEDF) and LED are hosting Mr. Smallman's visit to the region.

Event: Doing Business in Europe for Louisiana Companies

Location:

Time: 10:30 a.m. to 12:00 p.m. (coffee/registration at 10:15 a.m.)

Admission is free, however advanced registration is recommended

RSVP: lesann@nledf.org to confirm your attendance

About The Northwest Louisiana Economic Development Foundation (NLEDF), originally formed in 1982, the NLEDF is a 501(c)3 nonprofit organization focused on marketing the ten parishes of Northwest Louisiana as a competitive and profitable business location and encouraging capital investment and job creation by both existing employers and prospective companies.

Alliance NW is a confederation of the staff professionals and/or key volunteers of numerous local, parish, and regional organizations involved in many aspects of economic development across the ten parishes of Northwest Louisiana. Members include representatives from numerous local municipalities, parishes, regional subareas, industry/sector focused organizations, educational providers and regional utility providers. Alliance NW is a working committee of the NLEDF and, among other activities, works together to jointly market the area in an efficient and effective manner.