



News Release

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For Immediate Release

NCBFAA, Getting to Global Launch Exporter Education Initiative in Cincinnati

Washington, DC: On October 18 in Cincinnati, OH, Congressman Steve Chabot, Chairman of the House Small Business Committee, alongside the National Customs Brokers and Forwarders Association of America, Inc. (NCBFAA) will launch the **Getting to Global Initiative (GtG)**, which brings together industry experts, business leaders and government officials to empower small and medium-sized companies to expand their ecommerce exports.

Among the featured speakers for this event will be NCBFAA Transportation Committee Chair Janet Fields who is with John S. James Co., an NCBFAA member firm in Savannah, GA.

The GtG launch event in Cincinnati will help participants develop and optimize their global online strategies by answering these questions and others:

- Why Global? Where do I start?
- What can the data show me about my specific opportunity?
- What are the best tools to move forward?
- How do I optimize my overseas sales strategy?
- What are common cliffs I need to avoid?

“NCBFAA is proud to participate in this Getting to Global effort to centralize export education,” NCBFAA’s Executive Vice President Megan Montgomery said. “We firmly believe that exports will increase as export education increases, and the companies looking to export can be very sure of their footing as they step into the global market.”

“We see GtG as a way to bring basic yet critical customs and forwarding takeaways to executives who are not intrinsically vested in the day-to-day customs paperwork of international trade,” she continued. “Given the rise of cross-border ecommerce, even companies that partner with a freight forwarder should know the basic questions to ask and how to properly vet a customs broker and freight forwarder because an educated exporter is our members’ favorite client.”

In addition to the Cincinnati session, GtG will host two additional events this year: one in Long Beach, CA on October 24, and the other in Portland, OR on December 5.

About NCBFAA

Headquartered in Washington, D.C., the NCBFAA represents more than 1,000 member companies with 110,000 employees in international trade - the nation's leading freight forwarders, customs brokers, ocean transportation intermediaries (OTIs), NVOCCs and air cargo agents, serving more than 250,000 importers and exporters. Established in 1897 in New York, NCBFAA is the effective national voice of the industry. Through its various committees, counsel and representatives, the Association maintains a close watch over legislative and regulatory issues that affect its members. It keeps them informed of these and other related issues through its weekly Monday Morning eBriefing, and various meetings and conferences throughout the year.

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