



# IDA World Trade Week October 26–29, 2020



TIME	MONDAY 26-OCT	TUESDAY 27-OCT	WEDNESDAY 28-OCT	THURSDAY 29-OCT
10:00-11:00 AM EST	<b>Multicultural Communications During Covid-19</b> by (Christian Hoferle)	<b>US-Mexico-Canada Agreement</b> by (Consul Generals of Mexico and Canada)	<b>Export Financing through SBA &amp; Eximbank</b> (David Leonard & Susan Kintanar)	<b>E-Commerce Study</b> (John Blodgett) <i>Sponsored by All States Ag Parts</i>
1:30 -2:15 PM EST	<b>“Harnessing the Power of Purpose”</b> (Alistair Green ) <i>Sponsored by Tillys Crawler Parts Pty. Ltd.</i>	<b>Motivating Workforce in Pandemic</b> (humorist Steve Rizzo) <i>Sponsored by CIS Quality Parts &amp; Components</i>	<b>New Techniques in Internet Marketing</b> (Bob DeStefano) <i>Sponsored by IDA</i>	<b>Authentic Leadership</b> (Naomi Wilson) <i>Sponsored by Tillys Crawler Parts Pty. Ltd.</i>
3:00-4:30 PM EST	Sessions Breakout 3 (30 minute Company Profiles)	Breakout Sessions 3 (30 minute Company Profiles)	Breakout Sessions 3 (30 minute Company Profiles)	Breakout Sessions 3 (30 minute Company Profiles)
	1 <b>Costex</b>	1 <b>Berco</b>	1 <b>ProDiesel</b>	1 <b>Gearflow</b>
	2	2	2	2
	3	3	3	3

Members such as Berco, Costex, Gearflow, and ProDiesel will be telling the event attendees the latest news about their companies.

Would you like to spot light your company?

Contact IDA: [info@idaparts.org](mailto:info@idaparts.org) or call 972-241-1124.