

U.S. Small Business Administration

And

J.H. Cohn

co-chair



World Trade Week NYC '08

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New York **Michael Pappas**, Regional Administrator, U.S. Small Business Administration and **Roy W. Hoffman**, Partner, International Client Services, J.H. Cohn have been named co-chairs of **World Trade Week NYC '08 – 'Trade Drives the New York Economy'**. 2008 marks the 73rd commemoration of World Trade Week, May 19 – 23, 2008, as well as the 52nd anniversary of containerized shipping. In 1935, President Franklin Delano Roosevelt officially proclaimed the national observance of World Trade Week, an annual celebration of international trade, the third week in May each year. **World Trade Week NYC '08** is hosted by the New York District Export Council with J.H. Cohn as the exclusive 'Platinum Sponsor', with additional sponsorship by United States Postal Service, Empire State Development, Apple Core Hotels, M&T Bank, The Journal of Commerce, and Kompass.

New York international trade organizations, government agencies and educational institutions have partnered to present events of interest to new businesses and experienced traders to mark the celebration. An ambitious series of seminars, workshops and receptions focusing on a multitude of international trade topics will be held through out New York City. Special events include: NYC International Trade Awards Breakfast, Career Paths in International Trade, Selling to the World - The Merchandise Passport, Sources of Financing for International Trade and seminars exploring new and emerging world markets. Highlights will include the presentation of awards to organizations and companies that have demonstrated an ongoing commitment to global trade.

Partner organizations include: World Trade Centers Association; Weissman Center for International Business/Baruch College/CUNY; US Department of Commerce/US Commercial Service; United States Council for International Business, Science, Industry and Business Library/New York Public Library, The Port Authority of New York and New Jersey, New York District Export Council, Manhattan Chamber of Commerce and other local international trade organizations.

For more information on **World Trade Week NYC '08** activities, sponsors and the organization, access: www.wtwnyc.org.

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