

WORLD TRADE CENTER
Tacoma

News Release
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For Immediate Release
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World Trade Center Tacoma Receives CIBER Grant from Thunderbird to Implement Websites for International Exporters!

The World Trade Center Tacoma will soon launch its Website Development Project, a new service provided to export-ready companies who are seeking international exposure for new business ventures abroad. The service enables Washington businesses to create websites using a user-friendly program called GroveSite. GroveSite is simple and easy-to-use – no programming or html knowledge is required to create a fantastic website. World Trade Center Tacoma staff will provide marketing and international business knowledge to assist businesses in website design, and teach them how to easily update content whenever they wish using GroveSite. The GroveSite company, a leading provider of web collaboration tools, will host the new websites as well.

The grant for this project is from the Center for International Business Education Research (CIBER) and is administered by Thunderbird, the Garvin School of International Management. The Wall Street Journal ranks Phoenix, Arizona-based Thunderbird #1 worldwide among International Business programs. With the aid of Thunderbird, the World Trade Center Tacoma will pilot the Website Development Project for the state of Washington. If the Project is successful, NASDA (National Association of State Development Agencies) may expand it to other states.

Goals of this initiative are to utilize the Website Project to assist companies interested or involved in global trade. The World Trade Center Tacoma will be able to help businesses in need of export assistance to leverage the reach of the Internet to market their products and services worldwide. This global exposure will increase the export sales of Washington businesses as well as promote trade within the State.

World Trade Center Tacoma is looking forward to this partnership, which shall enhance the opportunities of all parties involved. In a collaborative effort, the World Trade Center Tacoma, Thunderbird, GroveSite and NASDA will be working hard in the coming months to make this valuable service available.

For more information about this great opportunity call 253.396.1022, or email the World Trade Center Tacoma at info@wtcta.org

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