

## ICSB World Congress 2023, 10x10 Program

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The International Council for Small Business, in conjunction with Airtifae Group, will host the 10x10 Program during ICSB's 2023 World Congress in South Korea, July 9-14. The purpose of this program is to promote trade between small- and medium-sized businesses from the United States and other countries. In order to do so, Airtifae Group aims to educate and counsel small- and medium-sized businesses on how to successfully expand their operations internationally by ensuring a strategic plan to understand the market, identify key partners and opportunities, and utilize capital. Following ICSB's vision to promote the growth and development of SME's internationally, Airtifae has partnered with the organization to provide SME's with in-depth knowledge and guidance to "go global".

### **This program will detail the following themes:**

#### **-Best Practices in International Trade**

- Overview on the importance of FDI and Export, how to take your business to the next level by expanding internationally, and case studies on successful local business expansions.

#### **-Identifying Local Partners to Enter the Market**

- Understanding the role that Chambers of Commerce and local business networks play in an ecosystem to utilize their member businesses to identify the right partner to enter the market through investment, partnership, or joint venture. Also, exploring contract procurement through federal and local government to expand presence.

#### **-Business Financing**

- Understanding what funds are available from federal and local government partners to maintain your presence and expand operations.

#### **-International Readiness Training**

- How to build an international business and export plan and why it's important, conducting market research to understand what market is best suited for your operations and becoming educated on how to successfully expand your operations to the target market.



The mission of Airtifae Group is to work with countries, states, economic development offices, and chambers of commerce to create a market-focused strategy for their international business initiatives so to diversify and enhance the local economy and further support their businesses to expand internationally. This includes the development of an FDI and export strategy, international market research, trade missions, developing strategic partnerships and alliances, and international readiness training courses.