



## An International Trade Program Opportunity

*Claudio Perez-Korinko*

*IM International Marketing, LLC*

International trade between US Midwestern and Latin American companies continues to grow each year. More small and medium-sized companies in the region want to get involved either in export or import business with Latin America, since they recognize that the region is a growing marketplace and trade agreements such as NAFTA and CAFTA-DR can expedite market expansion.

Because the Midwest is now demanding for assistance, IM International marketing, LLC developed "Latin American Trade," a training program for small to medium-sized US companies targeting Mexico, Central & South America.

The program consists of nine (9) sessions and will meet once a month. Scarborough International, Ltd. has been very nice and accommodating to offer its facilities for this program. The sessions will take place at the Kansas City location, and will also be offered via the web. Each session offers 4 evening hours of training. The attendees will receive practical training and assistance in the following areas:

- Latin American Marketing
- Latin American Business Development and Practice
- Domestic & International Logistics
- International Freight Forwarding
- International Payment Terms
- International Insurance
- International Trade Agreements, including NAFTA & CAFTA-DR

In addition, IM International Marketing will create opportunities for program participants by identifying companies in the Mexican, Central and South American marketplace and will assist the executives in the development of the business relationship with a selected country.

The program will finish with a "match-maker trade delegation" trip to Mexico, Central or South America to introduce program executives to local companies in their industry sector.

### **Who should attend?**

*Business & Marketing VP's, Directors, and Managers; Operations Managers; Customer Service Managers; Inventory Managers; Financial Managers; Purchasing Managers; and Import/Export Managers*

Attendees will gain a greater knowledge of doing business in and/or with Latin American countries, including marketing and research, business development, banking, insurance, and logistics. They will also gain immediate access to a Latin American market and network development, as well as consulting and support by professional companies involved in Latin America.

Program presenters include:

- IM International Marketing, LLC
- Commerce Bank
- Euler Hermes
- Scarborough International, Ltd.



**International Marketing, LLC**

### **Background:**

**IM International Marketing's founder and creator of "Latin American Trade," Claudio Perez-Korinko**

Claudio Perez-Korinko is an accomplished international marketer with 20 years of experience in business-to-consumer and business-to-business marketing in Latin America, Europe, Asia and the US Hispanic marketplace.

Claudio worked for several American companies as the Director of International Marketing prior to establishing IM International Marketing, LLC in 2001. Since then Claudio has been providing international and multicultural marketing services to companies in the manufacturing, consumer goods, capital equipment, cosmetics, information technology, health care, financial and several other industries focused on the Latin American and US Hispanic market. His broad experience in different marketing disciplines includes research, feasibility studies, strategic marketing and communications.

Claudio is recognized for his cutting-edge approach to Latin American marketing and he is a public speaker and writer, making seminar presentations, speaking at local universities and publishing articles related to Latin American marketing.

Claudio is also an active member and supporter of the U.S. Latino community through nationwide organizations in which he holds different leadership positions. He is...

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the President of the Kansas City chapter for the National Society of Hispanic MBAs, member of the Hispanic Business and Trade Commission for the state of Missouri, member of the Missouri Complete

Count Committee and Vice President for the Kansas City chapter of Hispanic Capitol Day, Inc.

Claudio Perez-Korinko is originally from Santiago, Chile and a US citizen and earned a Bachelor of Arts Degree

in Communications and Spanish and a Master of Science in Management from Baker University.

Interest in program? [Email info@imintl.net](mailto:info@imintl.net) or visit the [IM International Marketing website](http://IMInternationalMarketing.com)

## The Port of Savannah increasing in Popularity

*Pam Mallette  
Exports, St. Louis*

The Port of Savannah specializes in the handling of container, reefer, breakbulk, and RO/RO cargoes. It has seen a tremendous growth over the past several years – a growth that has allowed it to become the 4th largest port in the US (behind Los Angeles, Long Beach, and New York). Contributing to the success of the port is the continued growth of Atlanta, which seems barely phased by the current tough economic times.

Atlanta is becoming home to more and more distribution centers for large corporations, which in turn promotes even more expansion of the Port of



Savannah as a major player in the global logistics game. Two such distribution centers are Target Corp (with a 2 million-square-foot facility) and IKEA (with a 785,000-square-foot facility). The bulk of the cargo handled by Savannah is exports, at around 47%. Obviously, one cannot forget they handle several imports, as well. The congestion on the West Coast makes Savannah an easy choice for many

steamship lines coming into the US, and importers enjoy the ease of coming in through Savannah to Atlanta for distribution to points beyond. At this time, the amount of freight coming through Savannah is very large, and all indications show that inbound volume is going to double by 2020. These are all good signs for this troubled economy. Scarbrough International, Ltd. can help get you great rates coming into and out of Savannah.

Rates have continued to drop recently, and we encourage you to take full advantage before they increase once again. For pricing into or out of the Port of Savannah, please email [pricing@scarbrough-intl.com](mailto:pricing@scarbrough-intl.com).

## Cargo Crime on the Rise

*Kristen Cox  
Inside Sales, Kansas City*

Statistics indicate that cargo theft costs consumers roughly \$15 million per year in the United States alone and it is still one of the least reported crimes in America. Due to economic downturn, cargo crime is predicted to increase significantly in 2009.

Poor inventory systems or processes and inadequate shipping and receiving procedures can disguise or cover up the exact point at which the theft occurred. Since it is difficult to determine when the cargo is missing, companies find themselves less likely to file theft reports, mainly for insurance reasons. When the stolen goods find

their way into the black market at discounted rates, manufacturers are being hit twice; once with the loss of the goods and again when they are forced to compete against their own stolen cargo. It is at this point, that the cost is passed to the consumer.

Our government recognizes that cargo theft is a major concern and has renewed its commitment to addressing this problem. Three organizations leading today's effort in fighting cargo crime are the Department of Justice, the FBI, and the U.S. Customs Service.

Cargo crime is also a worldwide concern. One of the busiest sea lanes in the world is The Gulf of Aden. In recent months, piracy has had a major

affect in these waters off Somalia. In spite of some 20 warships present to protect cargo and cruise ships against piracy, attacks have escalated in recent weeks. In just 4 days this week alone, pirates have seized 4 vessels and taken over 75 hostages. The warships have been deployed by navies of the NATO, the European Union, Russia, China, and India.

Scarbrough International, Ltd. among all parties involved in the international trade industry are in full support to fight off cargo crime.

*Article Sources:*  
[RTT News](#)  
[The Dale Company](#)  
[The American Society for Industrial Security](#).

# Celebrating 25 years!

Kim Dalzell  
Marketing, Corporate

Kansas City, MO – In an effort to provide a full-service international logistics firm, Scarbrough International, Ltd. was founded May 1, 1984. The Kansas City customs broker and international freight forwarder is proud to announce its 25th anniversary, and is excited to celebrate throughout the 2009 year.

Scarbrough International, Ltd., which started in the basement of a townhouse back in 1984, has developed into a full-service third party logistics provider including domestic trucking and warehouse services located throughout the Midwest USA. Corporate headquarters are located in

Kansas City near the KCI Airport. Other locations include St. Louis, Chicago, and Milwaukee. Providing services for customers are not limited to just the Midwest. Scarbrough's policy of using local partners around the world gives them the expertise in more than 85 countries to satisfy their customers' needs.

Roger Scarbrough, President and Founder of Scarbrough International, Ltd., comments, "Many things have changed over the last 25 years, but our commitment to 'simply the best' customer service in providing customized solutions by listening to our customers' needs has remained the same at the core of our business philosophy and will not change for the

future."

Every year in each location, Scarbrough International, Ltd. puts on a Customer/Vendor Appreciation Open House Party. The open house is a very popular event. Not only do customers, vendors, and other members of the community look forward to this party, but there is much excitement among the Scarbrough employees, as well. This year, Scarbrough is excited to celebrate its 25th anniversary during the open house in November before the end of the year. The Kansas City location will celebrate on Friday, November 20, 2009.

Questions/Comments, please email Kim Dalzell at [kdalzell@scarbrough-intl.com](mailto:kdalzell@scarbrough-intl.com)



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