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Montana World Trade Center joins forces with global network

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NEWS RELEASE

Jan. 29, 2003

Contact: Fraser McLeay, MWTC senior manager, (406) 243-6982, fraser@mwtc.org.

**MONTANA WORLD TRADE CENTER JOINS FORCES WITH GLOBAL NETWORK
MISSOULA—**

The Montana World Trade Center has been selected as a partner for the Global Trade and Technology Network (GTN). The GTN program, funded by the United States Agency for International Development, works with select local trade specialists to reach potential exporters.

"We are pleased to have the opportunity to work with the GTN program," said Arnie Sherman, executive director of MWTC at The University of Montana. "It is an innovative and valuable program that will enable us to provide qualified trade leads from emerging markets around the world to export-ready companies here in Montana."

The goal of GTN is to facilitate technology transfers between emerging markets and U.S. technology companies by providing free, pre-qualified trade leads. The trade leads are first identified by in-country specialists and then are matched electronically to a database of U.S. industry. Participants are notified via e-mail when a lead may be appropriate for their companies.

As part of the new agreement, MWTC will help Montana companies monitor and respond to trade leads. In addition, MWTC will identify Montana companies that may be potential matches to posted leads.

"We have world-class expertise and technology in this state, particularly in our

-more-

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environmental sector," Sherman said. "We see the GTN as a tool that can help us identify partners throughout the world that are in need of our expertise."

GTN focuses on four primary sectors: environmental/energy, medical/healthcare, information/communications technology, and agricultural equipment/technology.

MWTC is a nonprofit organization that helps businesses establish and strengthen their international commercial capabilities. The center develops untapped international trade opportunities and helps businesses capitalize on opportunities to expand their market shares around the world.

For more information, visit www.mwtc.org or call Amber Spring at (406) 243-6982. To learn more about GTN, call the program's West Coast director, Tristina Kirsten, at (949) 660-0144 ext. 120 or e-mail her at tkirsten@usgtn.net.

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