

## IERG Inaugural Global Growth and Trends Symposium

Thursday, October 25<sup>th</sup>, 1:30 pm

Venue:

White and Williams LLP, 7 Times Square, Suite 2900, New York, NY

## Are you interested in joining the IERG Leadership Team?

Participating in the IERG leadership team has many advantages. Yes it does require some time commitment, but the benefits fully compensate:

- Quickly build your network and relationships with other top executives
- High visibility of your leadership role and accomplishments
- Prove your value to others so when you seek out referrals or “A” level introductions these are forth coming
- Work alongside some of the most talented, knowledgeable and well known internationalists making a difference

We are seeking qualified and involved applicants for service on our Board of Directors, Committee chairs and members and Chapter and Special interest group leadership. If you feel you have the right stuff and want to join this high performing team of global executives leading IERG into the future, please send me a note with your interest.

**Steven Walton**

IERG Chairman

(727) 821 7499

[swalton@healthfocus.com](mailto:swalton@healthfocus.com)



### 5 New Members

September 1<sup>st</sup> to October 15<sup>th</sup>

**If you have not done so, please reach out and welcome them!**

<u>Name /Email-Link</u>	<u>Chapter</u>	<u>Phone</u>	<u>Sponsor</u>
<a href="#">Luis Casas</a>	Florida	786-295-7623	Fred Suarez
<a href="#">Brandon Day</a>	New York	201-918-0562	Raymond Lee
<a href="#">Jimmy Moscoso</a>		561-809-3039	Fred Suarez Adriana Tangarife
<a href="#">Daniel Moss</a>	New York	301-910-5687	Joanna Peters
<a href="#">Robert Rogers</a>	New York	808-489-3162	Joanna Peters

### **Betty Flasch** - Woman Leaders in Business

We recently spoke with IERG member Pam Schneider, a senior executive with several years of international insurance industry experience recognized for her work building new products, markets and companies for Latin America. Pam joined IERG last year as a member of the Chicago Chapter, and has since been actively involved with IERG. Her interest in international business was sparked in part by her work as a US Foreign Service officer in Uruguay and Panama.

Following that experience, Pam returned to the US to complete her MBA at the Wharton School, which then set her on a course for a successful international business career.

<http://bit.ly/2OS3KVE>

## **Faster Landing Corner** **Get Your LinkedIn Profile Right** **Part II**

**Mike Lorelli**

In the last Column, we covered the LinkedIn Headline. Today we'll cover the Summary Section.

There are 2,000 available characters. Again here, you get no brownie points for going under, so you might as well go to the max. Keep in mind that there are two audiences for the Summary Section:

- The LinkedIn algorithm (which doesn't care whether it is neat or organized - it's only looking for keyword matches).
- The second audience is the human being (recruiter, HR VP, private equity Operating Partner) and for that person it has to be easily skimmed. Fifteen seconds max is all you get. Make it 'drinkable' for the eyeballs.

The best 'construct' is to open with a good, tight elevator speech (4 sentences), followed by your two or three 'Campaign Platforms' and by that I mean the 2 or 3 areas where you really stand out. Put those 2 or 3 lines in caps. Under each 'Campaign Platform' add two or 3 sentences or bullets that prove it. Hard evidence that you really excel in that area.

Check out my LinkedIn profile to see how the above is put into practice.

[MKLorelli@gmail.com](mailto:MKLorelli@gmail.com) | 203.253.1238 | [www.linkedin.com/in/mikelorelli](http://www.linkedin.com/in/mikelorelli)

## **Chapter News**

### **IERG Thought Leadership**

**Christine Baird** - Life After GDPR...And Now the CCPA in the U.S.!

Just a little over a month after the GDPR monetary and audit penalties went into effect, on June 28th, California lawmakers passed one of the toughest U.S. data privacy laws to date and will go into effect on January 1st, 2020. Read more: <https://clarusrealestate.wordpress.com/2018/08/30/life-after-gdpr-and-now-the-ccpa-in-the-u-s/>

**John Carne** Blockchain will solve all your problems!!!

Blockchain will solve world hunger!!!! What is this phenomenon called Blockchain? Please see presentation by IERG member, John Carne for an explanation of blockchain technology- click on this link <http://bit.ly/2NQUAZI>

**Joanna Peters**

This week, we released 2018 IERG Global Business Outlook, our second annual international business survey, which mirrors some existing, global political and economic developments. I hope that you find these observations useful and please feel free to pass it on to friends and colleagues. **Please see page 3 for more details.**

If you are seeking a deeper understanding of what drives global trade and innovation, join us at the IERG Inaugural Global Growth and Trends Symposium to be held on this year on October 25th in New York City. For more information on the event, to register for the event and to take advantage of opportunities to sponsor, co-host and exhibit, go to <https://globalbusinesssymposium.iergonline.org>

Looking forward to seeing you there.

## **Member News**

**Suzanne Garber** - Errata – Correction of contribution in our August issue

Suz' Film, "GAUZE: **Unraveling Global Healthcare**" won Best Documentary Short at the Hollywood New Directors Film Festival in August. The film highlights healthcare systems around the world. To see clips from the film please visit <https://www.pbs.org/video/gauze-unraveling-global-healthcare-tsesgt/>

**Richard Guha** - a mentor and advisor for Connecticut's third annual VentureClash global startup contest, spearheaded by the Connecticut Innovation team (of which Richard is a part), whittled down hundreds of entrants from around the world to 35 semi-finalists, evaluated them over several weeks, and selected nine to compete for \$5 million in Awards. The finalists keep getting better and better each year. See <https://tinyurl.com/yax2ntud>



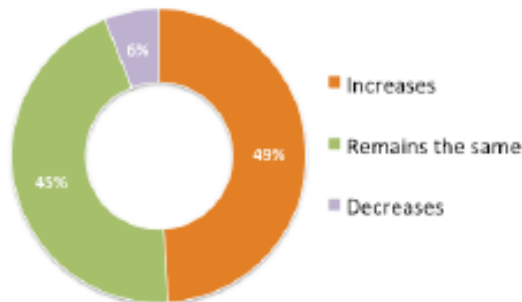
## International Business Outlook 2018

### Optimistic Global Business Outlook But Lower Short-Term Expectations

By Christian Michel, Vice Chair IERG Best Practices Committee

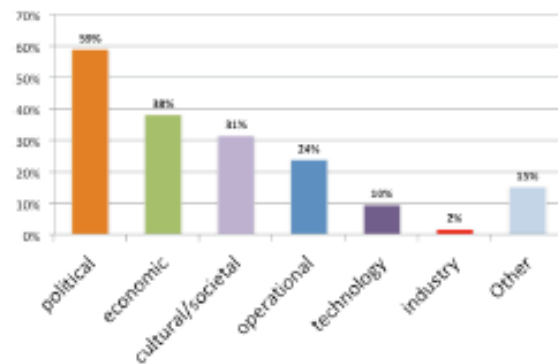
In 2018, IERG asked global business leaders in its annual International Business Outlook to share again their opinion on conducting international business. Overall, international executives remain very optimistic about international opportunities (70%), while lowering their short-term expectations for growth. IERG experts identified the following macro trends:

**Overall business growth outlook continues to be positive while expectations are lower than in 2017**



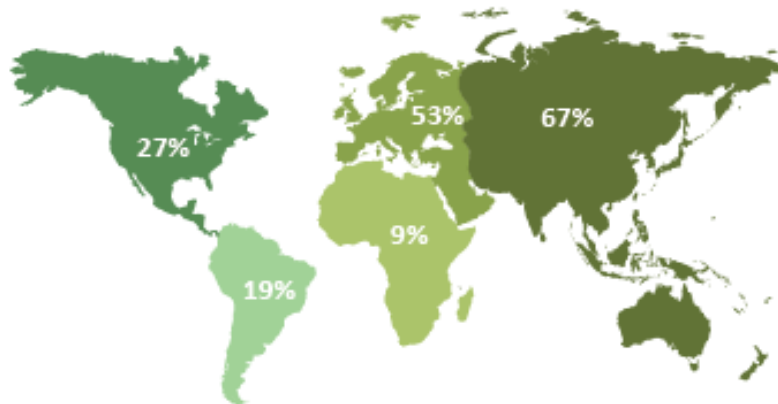
About half of international executives expect business transactions to increase – notably less than in 2017 (61%).

**Political risk is rated highest (59%) followed by economic (38%) and cultural/societal (31%) concerns**



Political concerns are on the mind of most international executives, while technical and business issues remain in the background.

**Asia Pacific and EME Countries are seen as the areas with the most potential**



With multiple choices being possible, most participants see most promising opportunities in Asia (67%) and Europe/Middle East (53%).

The view on North America may be based on inherent bias of international business leaders.

South America is currently not seen as an area with outstanding potential and Africa remains last.

**About IERG:** IERG is an organization of and for international executives who have the shared experience of living and doing business in an unfamiliar country. We join together around the world to enrich our talents and knowledge, build our global contacts, expand our base of referrals, and grow our professional opportunities.

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