



INTERNATIONAL MARKETING COMMITTEE MEETING

Agenda

October 9, 2019

9:00 am – 4:00 pm

International Marketing Committee – *Aft Deck*
Captain Cook Hotel, Anchorage, Alaska

Call in number: 800-315-6338

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Access code: 16585

- 9:30 a.m. INTRODUCTION
- A. Call to Order
 - B. Roll Call
 - C. Approval of Agenda
 - D. Approval of Previous Minutes
 - E. Announcements
 - F. Introduction of Guests/Visitors
 - G. Public Comment
- 9:45 a.m. REPORTS
- A. Chairman's Report and Comments
 - B. Vice Chairman's Report and Comments
 - C. Program Director's Report and Comments
- 10:00 a.m. Pet food discussion
- 11:00 a.m. Trade mission discussions: SE Asia and S. America
- 11:30 a.m. Mexico Strategy
- 12:00 p.m. Lunch (provided)
- 1:00 p.m. Species Specific strategies workshop
- Japan
 - China
 - Southeast Asia
 - Eastern Europe
 - Northern Europe
 - South America
 - Southern Europe*
 - Central Europe*
 - Western Europe*
- 3:45 p.m. Questions for Operational Committees
- 4:15 p.m. Next meeting date
- 4:20 p.m. Adjourn

*If time allows. OMRs will not be present.