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## FOR IMMEDIATE RELEASE

# Public-Private Partnership To Help Local Businesses Sharpen International Marketing Skills Via Multilingual Websites

*Acclaro Inc., The U.S. Commercial Service – Westchester Export Assistance Center, and The Westchester County Association host live seminar “Leveraging Your Website to Increase International Sales” in Westchester, NY*

**White Plain, NY, October 20, 2009** – Acclaro, a premier translation and localization services firm, is partnering with the U.S. Commercial Service and the World Trade Council of the Westchester County Association to present a live seminar to help businesses launch their international marketing strategy by implementing multilingual websites.

**Seminar:** “Leveraging Your Website to Increase International Sales”

**Date:** Tuesday, October 27, 2009

**Time:** 8:30 a.m. – 11:30 a.m.

**Registration at:** <http://www.buyusa.gov/westchester/intlwebsite.html>

**Cost:** \$40, includes breakfast

**Presenters:** Jon Ritzdorf of Acclaro and Joel Reynoso of the Northern New Jersey Export Assistance Center

During this seminar, Westchester companies will learn about tools and best practices to enable their websites to sell to new languages markets – across the street and across the ocean. The seminar will focus on multilingual Web 2.0, Google tools for small businesses, search engine optimization (SEO) strategies, website translation, international payment options and internet fraud. This seminar is ideal for business owners, marketing managers, webmasters, and anyone whose business strategy includes international marketing and sales.

“Acclaro realizes that now more than ever, Westchester businesses need extra help in reaching sales goals,” says Acclaro Founder and President Michael Kriz. “Selling goods and services online to new language markets opens up a world of potential buyers, but to be truly effective, businesses should know best practices for international websites.”

Due to its popularity, this is the third such seminar in the Tri-State region featuring Acclaro and the U.S. Commercial Service. Each seminar has attracted over 50 businesses who want to expand into new markets.

“It’s critical that a multilingual website make a good first impression, and it’s not as easy as simply translating web content,” says Joan Kanlian, Director of the Westchester Export Assistance Center,



the local U.S. Commercial Service office. “This seminar will help businesses implement an international web strategy in order to effectively sell their products around the world.”

### **About Acclaro**

Acclaro is an international translation and localization firm that helps the world's leading brands succeed across cultures. With its global headquarters in Irvington, NY and offices and affiliates in San Francisco, Boston, Buenos Aires, Bangkok and Paris, the agency translates websites, marketing campaigns, documents and software for global enterprises like Yahoo!, Cisco, Oracle and Sony, giving clients an authentic voice in key language markets. For more information about Acclaro and its services, visit <http://www.acclaro.com/localization>.

### **About the U.S. Commercial Service, Westchester Export Assistance Center**

The U.S. Commercial Service of the U.S. Department of Commerce is a federal government agency dedicated to helping small-to-medium sized New York companies (located in the Hudson Valley, Capital Region and North Country) develop international markets. With offices in over 80 countries around the world, the U.S. Commercial Service is where you need to be to expand your business. Learn more at: <http://www.buyusa.gov/westchester>.

### **About The Westchester County Association**

Founded in 1950, The Westchester County Association is the preeminent business membership organization in Westchester. It is committed to business advocacy, economic vitality, and to providing a strong and clear voice for the interests of Westchester businesses on a regional, national and international level. Its three major objectives are economic development of the region, business development, and to provide access and interaction with key public and private sector individuals, agencies and organizations. Learn more at: <http://www.westchester.org>.