

KU SBDC to Co-sponsor Manufacturing Summit

The SBDC is proud to be a cosponsor of the manufacturing economic development summit that will be held at Kutztown University on September 13th. The summit, “Curbing the global Trade Imbalance,” will focus on how companies can increase their competitive advantage in the global marketplace.



Small and medium sized companies face distinct challenges in this new global economy. Strategies such as product innovation, continuous performance improvement, and a global reach are needed to give them a competitive position in the marketplace. The goal of the September 13th summit, held by Congressman Jim Gerlach, is to develop a new approach that aligns industry, government, and educational institutions into a powerful coalition.

William Bujalos, director of the Mid-Atlantic Trade Adjustment Assistance (TAA) Center will be the guest moderator. The TAA is a federal program sponsored by the U.S. DOC’s Economic Development Administration that helps manufacturers affected by competitive imported products.

Representatives from various state and federal government agencies will provide information about assistance available to manufacturers in the sixth congressional district that will help stabilize declining industries, develop a more competitive workforce, and secure a better manufacturing future. Attendees will learn about new economic strategies and workforce development initiatives to foster increased global competitiveness.

The Manufacturing Summit will be held Tuesday, September 13, 7:30 to 10:30 am (continental breakfast available at 7:00 am) in the Alumni Auditorium in the McFarland Student Union Building at the Kutztown University. Representatives of manufacturing firms and KU Community members are invited to attend. To reserve a seat, contact Adrienne Woodruff, TAA, at (610) 825-7819 or email her at awoodruff@mataac.org.

