



ExportPlanning International: Press Release
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ExportPlanning Ready to Help US Businesses Plan for Future

ExportPlanning International announces the expansion of its SaaS platform into the United States, Canada, and Mexico with the appointment of Meg Harris as its representative in North America. ExportPlanning is widely used by trade associations, regional chambers of commerce, banks, and manufacturers in Europe to build export sales strategically. In the midst of the current coronavirus pandemic, the platform offers businesses a way to “study and plan today, to start again more strongly tomorrow,” in the words of Marcello Antonioni, managing partner of StudiaBo srl, which is the company coordinating the project.

Meg Harris, formerly a manager of trade missions and international programs for the World Trade Center Utah, will focus on introducing the subscription-based platform to organizations that want to better serve their member and client companies. “When I first tried ExportPlanning, I saw right away that its real-time market data and strategy generator are unlike anything in the market,” she notes. “Any organization serious about growing their business and achieving expansion goals will benefit from using this platform.”

Working with Harris and the ExportPlanning team based in Italy will be Pete Healy, as the marketing advisor for North America. Healy brings several decades of experience in international business and marketing to his role and has served as a consultant to the World Trade Center Kentucky and other companies and organizations. In August 2019 he began working with ExportPlanning to prepare the foundation for the company’s current expansion.

ExportPlanning is a decision-support platform developed by data analysts and economists to help enterprises plan for success in international markets. More information is available at <http://www.exportplanning.us> or by contacting Meg Harris at meg.harris@exportplanning.us.