



**Japan America Society of Southern California**  
and cooperating organizations  
**Foreign Trade Association and Women in International Trade – L.A.**  
present

# CAPTURING THE INTERNATIONAL MARKET



*Keynote Speaker*

## **ANDY BIRD, CBE** **CHAIRMAN** **WALT DISNEY INTERNATIONAL**

As chairman, Walt Disney International, Andy Bird is responsible for Disney's businesses outside of the United States. Reporting to Disney Chairman and CEO Bob Iger, Mr. Bird and his global team develop and implement strategies to increase Disney brand affinity and awareness in key international markets, introduce new customers and guests to Disney's unique storytelling legacy and iconic characters, and invest in and maximize opportunities in emerging markets.

**Andy Bird** grew up in Warrington, England. After graduating from Newcastle University, Bird began his career in broadcasting in radio and TV. He joined Time Warner in 1994 as senior vice president and general manager of Turner Entertainment Networks Limited. In 2000, he became president of TBS International, where he was responsible for all TBS broadcasting outside the U.S. Since joining The Walt Disney Company in 2004, Mr. Bird has greatly expanded Disney presence around the world, including India, Russia, Turkey, Spain and Japan. In June 2012, Bird was awarded "Commander of the Most Excellent Order of the British Empire" (CBE) for services to media and entertainment in the Queen's Birthday Honours list.

**Thursday, July 26, 2012**  
12:00–1:30 p.m.

Admission:  
**\$40 Members   \$50 Non-members & Guest**



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18400 Avalon Blvd., Carson, CA 90746

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*Reservations cancelled 48 hours before the event will be billed to the reserving party.*

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July 26, 2012

*Please make your reservations by Monday, July 23<sup>rd</sup>.*

Please reserve: \_\_\_\_\$40 Members \_\_\_\_\$50 Non-members & Guests **Total: \$** \_\_\_\_\_

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