



Beth Peterson
Enterprises, Inc.

PRESS RELEASE
For immediate release

Contact information:
Beth Peterson
+1-415-845-8967
beth@bethpetersonenterprises.com

BETH PETERSON LAUNCHES GLOBAL TRADE CONSULTING SERVICE

Industry veteran's unique experience helps global shippers improve import/export operations, managing increasingly complex security and regulatory mandates

San Francisco California, January 4, 2005 - Beth Peterson, a leading executive in the global trade community, has launched a new consulting business to help companies develop and implement successful global trade management strategies.

The business, Beth Peterson Enterprises, Inc. (BPE) plans to address an often overlooked and potentially inefficient component of global companies – their import/export operations and how these functions are managed in today's new world of higher security and trade compliance requirements.

A 19 year veteran of the global trade management industry, Peterson brings a unique combination of skills and experience to her clients. Her background includes operations management of global logistics and import compliance for Fortune 100 companies, as well as design, development and implementation of trade automation software as an executive with several best of breed technology providers.

Global companies today must respond to and manage a new world of complex regulatory issues related to trade security and operations compliance, Peterson noted. "The stakes are higher than ever, as are the decisions about the processes and technologies required to manage the challenge," she said. "It's critical for companies to have the right counsel around the strategies, tools and tactics necessary to address these new regulatory mandates, while also driving efficiencies into their primary core import or export supply chain operations."

As a consulting service, Peterson's focus is to apply her experience in customs practice and international logistics with her expertise in enabling technologies to help global companies strategically plan and execute their global trade operations to adhere to global legal and technical standards.

"I've had to run import, export and logistics operations, and design and deploy the technologies to make them work, so I implicitly understand the daily challenges that global companies face and must overcome," she noted.

BPE recently conducted a benchmark survey of global companies in the U.S. and Europe to identify the best practices in global trade automation. This survey unveiled many critical issues facing global companies today. One finding was consistent across all who were interviewed – none of the companies could quantify how much it cost them to manage global trade for their companies on an annual basis. "This finding was a call to action for me to provide a focused service dedicated to helping companies move from tactical global trade operations to strategic corporate epicenters," Peterson explained.



Beth Peterson
Enterprises, Inc.

As the trend of globalization increases, so does the level of a corporation's supply chain complexity. BPE is focused on helping companies design their global trade operations to answer the challenges of multinational companies sourcing and selling goods internationally. BPE believes in providing on-going value to the global trade and logistics industry with critical benchmarking information in addition to consulting services.

Specific BPE services include global trade strategy development, global trade technology assessment, security standards development and implementation and global trade audit. Additionally, companies can participate in the ongoing blue-chip benchmark survey and receive the survey results by contacting BPE.

About Beth Peterson Enterprises, Inc.

BPE helps customers manage their global trade compliance and logistics operations with a goal to gain a competitive edge. BPE can help companies create the focus, direction and momentum they need to achieve greater success. BPE combines strategic business consulting with technology expertise to help companies develop a global trade strategy and leverage new technologies into competitive advantages. BPE is based in San Francisco California. To learn more about BPE, call (415) 845-8967 or visit www.bethpetersonenterprises.com.

###