



EMBARGOED UNTIL 7:30 P.M., JAN. 11, 2011

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**WORLD TRADE CENTER San Diego Announces
2011 International Business Leadership Award Recipients**

*San Diego Companies, Leaders and Technology
Recognized on Jan. 11 for International Trade Success*

SAN DIEGO – (Jan. 11, 2010) WORLD TRADE CENTER San Diego (WTCSD) presented its annual 2011 International Business Leadership Awards during a ceremony held tonight at the Parma Payne Goodall Alumni Center on the campus of San Diego State University.

More than 300 attended the awards program which recognized San Diego companies, people, and technologies that embody the best of the international trade community and outstanding achievement in exports and imports.

Belle Heule, president and CEO of WTCSD, said judging has become more difficult each year because of the achievements of local companies in growing their international businesses and the creative ways institutions and organizations are supporting the growth.

“The array of products, support services and innovation represented among the recipients was more impressive than ever,” Heule said. “Their achievements bode well for future growth of international trade throughout the region.”

Companies were recognized in four categories; Importer of the Year, Exporter of the Year, Service Provider of the Year and Essence of World Trade. The winners are:

2011 Importer of the Year Award: Nationwide Promotions, LLC

According to Nationwide Promotions Director of Business Development and Legal Affairs, Lily Cohen, “Despite the significant drop in overall sales in the advertising specialty industry caused by the economic recession, Nationwide Promotions has perpetuated its substantial growth through a 37% increase in imports over the past two years.”

2011 Exporter of the Year Award: Orthodontic Design & Production, Inc.

Orthodontic Design and Production Director of Sales and Marketing, Tracey Pelletier said, “Under the direction of an experienced and dedicated management team, ODP has experienced explosive growth over the past two years, overcoming the ongoing economic downturn that has

affected many small businesses around the world.”

2011 Service Provider of the Year Award: Validation Technologies, Inc.

Honey David, Validation Technologies Marketing and Sales Coordinator said, “One important obstacle the firm has faced this year has been the coordinator of aligning Life Science regulatory requirements between the U.S. FDA, the European EudraLex, and China’s own SFDA. VTI has worked diligently with the Chinese government in order to meet safety, regulatory, and process requirements for Pharmaceutical product that is shipped and consumed all over the world.”

2011 Essence of World Trade: WorldTrans Services, Inc.

This award was presented WorldTrans Services, Inc. because of its high standards of integrity in business practices and promotion of global understanding and international commerce. This award was a surprise award given at the ceremony. For more information on this award please contact Bella Heule, president and CEO of WTCSD.

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About WORLD TRADE CENTER San Diego

WORLD TRADE CENTER San Diego (WTCSD) is a non-profit trade association that provides comprehensive international trade services and key global contacts to facilitate and expand trade for regional worldwide clients. Leveraging its global network of World Trade Centers and affiliate partners, WTCSD is the proven forum for international information, communications and connections. WTCSD is licensed by the World Trade Centers Association (WTCA) in New York City and is affiliated with an international network of over 1 million international members and patrons. For more information, please visit us at www.wtcsd.org

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