

Speech Draft - FINAL

Executive: Alice Conner – SVP of International Sales

Purpose: ABC Company 25th Anniversary

Audience: ABC Company employees of all functions, customers of ABC Company, Customers of DEF Company and local dignitaries

Location: Tel Aviv, Israel (ABC Company Headquarters) at evening gala

(NOTE: Fictitious company and employee names, services and facts substituted from original speech given.)

- Good evening, and thank you, ABC Company, Jane Smith and John Brown for allowing me to speak to your employees and honored guests today.
- My name is Alice Conner and I am the Senior Vice President of International Sales at DEF Company.
- I am excited to be here as we recognize the 25th Anniversary of ABC Company and I am particularly pleased to be able to speak to your team members, many of whom are the first line of contact with our customers.
- As you already know, ABC Company is a leading customs broker and international shipping agent in the Middle East.
- DEF Company is proud to have you work with our customers and to help us grow our business in this region.
- I am proud to say, in part to your help, DEF Company has grown significantly over the years.
- For example, when we first began our strategic alliance with ABC Company in 1999, over 35% of our business was customs brokerage and since then we have seen a large shift in our top service offerings.
- Today our transportation services have increased to an estimated 68% of our business, making it now our second largest business segment.
- Besides a shift in our main services, it's hard to think that in 2002, DEF Company operated in three countries only: the U.S., Canada and Mexico. Yet today, we have owned offices in 20 countries and with the backing of our network of regional service providers, we can reach 75% of the world's gross domestic product or GDP.
- Since 2000, we've opened over 15 new offices in Europe, South America, and China among other global locations.
- We have also experienced tremendous growth from each region throughout the world, with many thanks due to our strong strategic alliances, like ABC Company who provide local expertise, infrastructure and capabilities to help serve customers in locations where DEF does not have a physical presence.
- The hard work and dedication displayed by *each of you* has made the ABC Company one of our top vendor alliances, offering international air and ocean freight forwarding services between the Middle East and DEF Company locations worldwide.
- DEF Company is grateful for the strong relationship with ABC Company, and for their established leadership in the Middle East marketplace.
- Together our strategic alliance is beneficial for both of our companies and our customers, providing the customers of ABC Company global reach and the strength of the DEF brand, while providing DEF Company customers access to Middle East markets via a trusted, established local provider.
- By working together, ABC Company and DEF Company demonstrate two companies committed to superior customer service, high service reliability and a positive localized experience.

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- As DEF Company is positioned to grow into a top global logistics provider, we look forward to our continued relationships with important strategic alliances, including ABC Companies.
- Thank you for growing with us over the years and thank you for allowing me to speak to you this evening.
- On behalf of everyone at DEF Company, congratulations on 25 years of greatness.
- Here's to another 25 years of even more success! MAZAL TOV!

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