



Greetings,

Allow me to introduce myself, my name is Dion Dwyer, I am the Executive Director of the Northern California World Trade Center.

This document is to confirm that my organization the Northern California World Trade Center is working with Mr. Dornford Walker firm I.R.D.I. Business Group to further international wine export for the State of California.

The Northern California World Trade Center has been actively pursuing a network of international export providers to help California Boutique Wineries with support in generating hard sales as well penetrating into soft markets (easy markets) so that they may sell their wines at volumes with stability in sales they need. Such markets are highlighted as having a strong currency and with dense populations full of potential consumers with an abundance of disposable income.

The State of California needed access to resources and an organization that understood how to operate in these foreign markets. We started looking for organizations that had a proven record at being able to penetrate the core of a target market as well operate at a ground level from within the target country. This organization had to also be able to support Wineries in all stages, from logistics, customs clearance to actual sales and customer care.

Being a native of California as well a economist and Trade Specialist for the State of California I know Mr. Walker understands the dire support our wineries need with the commitment to help preserve our industry.

It is with great honor that the Northern California World Trade Center along with I.R.D.I. Business Group present this platform in our hope wineries of California will come together and utilize this tremendous platform to generate real sales, and maximize market potential of California Wines.

Regards,

Dion Dwyer
Executive Director

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