

GLOBAL IMPEX USA

Industrial canvas, artist canvas, medical textiles, apparel/merchandise, and more.

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Image of Bob Gazich (right), Devin Steele of E-Textile Communications (center), and King Mukherjee (left).

WHAT'S INSIDE?

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GREETINGS FROM OUR DIRECTORS

From King and Bob

Hello!

It was a lot of fun to attend the recent IFIA Conference in Nashville. IFIA does an excellent job of putting on a great conference. The business opportunities that were presented were great, but maybe more importantly we were able to visit with many friends and see some fun, creative product offerings in synthetics. It was great to be out and on the road again. A common theme we heard from our conversations was that people are just glad to be out doing business face to face again.

Everyone along the supply side from the cotton farmers to the end-users have felt a significant degree of stress and turmoil. However, we, fortunately, forecasted accurately and worked closely with our partners to ensure a steady flow of products into our warehouses. We are poised to provide quality goods and customer service into the next couple of quarters.

Please let us know how we can continue to work together. We look forward to connecting with you in the future!

INDUSTRIAL FABRICS ASSOCIATION INTERNATIONAL EXPO

A brief review from our co-founders about the IFAI Expo from November 3rd, 2021 in Nashville.

Global Impex made an appearance last week at the 100th Annual Industrial Fabrics Association International (IFAI) Expo! Our co-directors, King Mukherjee and Bob Gazich, gave an amazing presentation about the rise of Influencer Marketing and how companies can use it to increase business. The turnout for the presentation was great! We connected with lots of old friends and made some new ones, too. According to King and the conversations he had with friends, “Everyone was just happy to be back and in person again”. King also really emphasized the quality of the IFAI workers who worked the show and got everything set up. He said, “The staff was incredible. There was so much coordination required and everything seemed to go so smoothly”. Overall, the Expo was a great success and we are hopeful to return next year!



Image from the IFAI Expo.

RECENT GUILD APPAREL PHOTOSHOOT

Guild Apparel recently held a successful photoshoot in Minneapolis.

Guild Apparel held a photoshoot on October 8th to promote new apparel drops for athletes we are working with like pro-bowler Cordarrelle Patterson, Eli Apple, David Njoku, Vonn Bell. One of our previous Digital Marketing interns, Hannah Sether, coordinated the shoot. We had a very good turnout for volunteer models and the atmosphere was super fun. Everyone had a good time and the product was extremely successful!

Most of the athletes we create apparel for are from our partnership with The Cut Agency, a sports marketing company based in Miami, Florida. We work with many of their athletes like Eli Apple and David Njoku to create merch according to their visions. Our graphic designers often work directly with the players to help bring their ideas to life.

You can find our available apparel at [https://www.guildapparelco.com/!](https://www.guildapparelco.com/)



Image from the photoshoot.

INTERN SPOTLIGHT:

Allison is a Sales Intern from New Jersey. Hear about Allison's experiences with Global Impex USA below!



HOW WOULD YOU DESCRIBE YOUR INTERNSHIP EXPERIENCE SO FAR?

My internship experience so far has been an exciting journey of learning how all the puzzle pieces of a company come together to make a business work. I have loved working with so many different people and been able to connect with everybody, even in a virtual setting. The work I have done as a sales intern has been exciting to navigate and an extremely rewarding process!

HOW DOES THIS INTERNSHIP MATCH YOUR CAREER GOALS?

I am not exactly sure of what I want to do with my career but right now my focus is getting experience in many different fields. This internship has allowed me to learn a lot about the sales process, but also see how all different departments work and the roles they hold in a business environment.

WHAT ADVICE WOULD YOU GIVE TO NEW INCOMING INTERNS?

Advice I would give to an incoming intern is to not be scared to reach out for help. Everyone at Global Impex is hardworking, welcoming, and wants to see everyone succeed. Therefore, do not be scared to reach out to others with any questions or concerns.



INTERN SPOTLIGHT:

Pierce is a Sales Intern from Minnesota. Hear about Pierce's experiences with Global Impex USA below!



HOW WOULD YOU DESCRIBE YOUR INTERNSHIP EXPERIENCE SO FAR?

My internship experience so far has been challenging but rewarding. I have many different duties and responsibilities that were difficult to handle. But the knowledge and experience I gained were definitely worth it.

HOW DOES THIS INTERNSHIP MATCH YOUR CAREER GOALS?

My time at Global Impex has allowed me to gain both management experience and experience in the many different parts of a business. This holistic business knowledge and experience is almost a perfect fit for my career goals of managing or even running a business.

WHAT ADVICE WOULD YOU GIVE TO NEW INCOMING INTERNS?

The best advice I could give is to come in with an open mind and have perseverance. Unlike in textbooks, there is no perfect way to run a business with correct answers. Some things will be difficult, you will have to leave your comfort zone, and things won't always go how you want. But if you keep an open mind and are persistent, you'll be able to have a great experience and learn a great amount.

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