



ttiglobal
People Driving Change

tti-global.com

Issue 2 | Quarter 4 - 2013

The Spark

Lori Blaker speaks to Chinese automakers about opportunities for export success in international markets.

Lori Blaker, President/CEO of TTi Global served as guest speaker at the 2013 Global Automotive Forum, held at the East Lake Conference Center in Wuhan, China. Blaker was invited to speak to an audience of more than 700 of the world's key automotive business leaders, political decision-makers, economists and industry experts. The conference dealt with strategies for the future development of the automotive industry in China. TTi Global has had a presence in China since 1994 and has many years of experience in that market.

Lori gave the forum insight and ideas on how Chinese domestic brands can succeed in international markets. Her insight focused on the areas of setting up the right retail dealer structure, developing local staff that believe in and can correctly articulate the brand, and correctly positioning the brand and value proposition of the products for local consumers. Lori and her fellow panel members discussed challenging topics and it was clear to the forum that Chinese brands are gaining significant momentum in their abilities to compete on the world stage. The panel concluded that it is only a matter of years, and not decades, before a Chinese domestic auto brand becomes a global brand.

"The first job of training is to make the dealer staff believe in your company, your brand and your products. This is more important than even technical and selling skills. If they believe, you have a solid foundation to build from." – Lori Blaker





GM Middle East and TTi Global sign five-year dealer training contract.

General Motors Middle East and TTi Global have signed a five-year dealer training contract.

The contract, signed recently at General Motors' headquarters in Dubai, will ensure that TTi Global provides state-of-the-art sales, technical and non-technical training for General Motors dealers at the manufacturer's training centers in Dubai, and Angat, in the Philippines.

"TTi has a strong background as a global training provider in the automotive industry. Together, we will ensure a seamless transition from our current program, to one that opens many new doors for dealers in technology, methodology and effectiveness," said Mohamad El Jibahi, General Motors Middle East Regional Training Manager.

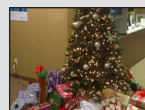
New TTi Global website updates

Check out our new Media Section and Global Location pages!



NOW TRENDING

facebook



TTi Global is once again taking part in the DMC Adopt-A-Family Program.



Lori is on the cover of the new edition of Smart Business Detroit. Make sure to check it out!

Follow us at [Facebook.com/TTiGlobal](https://www.facebook.com/TTiGlobal)

twitter



TTi Global President/CEO Lori Blaker Announces Metro Detroit Friends of US Committee for UN Women on United Nations Day



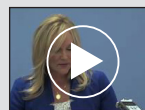
If you missed Lori's interview on News/Talk 760 WJR with Ann Thomas in June, you can listen here! <http://fb.me/YxtECjVg>

Follow us at twitter.com/ttiglobal

You Tube



"Women's Empowerment Principles" (Part 3)
by [PeopleDrivingChange](#)
2 weeks ago 84 views



"Women's Empowerment Principles" (Part 1)
by [PeopleDrivingChange](#)
2 months ago 65 views

See more at [youtube.com/PeopleDrivingChange](https://www.youtube.com/PeopleDrivingChange)

LinkedIn



Lori Blaker, President/CEO of TTi Global Speaks to Chinese Automakers About Opportunities for Export Success in International Markets



TTi Global Opens New Regional Headquarters in India

Follow us at [linkedin.com/company/tti-global](https://www.linkedin.com/company/tti-global)



Lori Blaker announces the official formation of the Metro Detroit Chapter of U.S. National Committee for UN Women.

The event was held to mark the official announcement of the formation of the Metro Detroit Chapter of U.S. National Committee for UN Women. The group will be dedicated to advancing and empowering women and girls around the globe. Lori Blaker will serve as the chapter's first president.

Special guests at the event included Oakland County Executive Officer, L. Brooks Patterson and the Mayor of Rochester Hills, Bryan Barnett. Nearly 90 guests including many community leaders and public officials attended the twilight affair that was held in the conservatory at the Royal Park Hotel.

WISHING YOU A BRIGHT HOLIDAY SEASON.

**AND A YEAR FILLED WITH JOY,
PEACE & PROSPERITY.**

On behalf of everyone at TTI Global, we hope you and your families have a happy holiday and best wishes for the new year!



*TTi Global is a leading global provider of business performance solutions.
Have ideas, need help, want to talk? Write us at info@tti-global.com*

