

**Media Contact:** Suzanne Chaudhry  
Customer Relations, Gobo Enterprises  
425.227.4900, [Suzanne@gobo.us](mailto:Suzanne@gobo.us)

**FOR IMMEDIATE RELEASE**

## **Gobo Enterprises Expanding International Business in East Asia**

SEATTLE, Wash – (January 22, 2010) Linda Salomon has joined the Gobo International Business Development team to manage and expand the company's international business in the East Asia region. This will include identifying, sourcing and evaluating new food products for their feasibility in the U.S. domestic and East Asia markets. She will also collaborate with firms to maximize their strengths with Gobo's "product to market" consulting expertise in the areas of brand development and product marketing and development.

Gobo Enterprises has had business relationships in East Asia for over fifteen years and currently represents clients at Costco and in other markets. The company owners, Brenda Handley and Bill Lile, along with Linda Salomon, will spend ten days in February in Japan to introduce new products from existing clients to expand Gobo's East Asia presence and to see presentations on new products for the U.S. market. The firm significantly contributes to Washington State's export income--nearly 57 percent or nearly \$23 billion (YTD November 2009) of Washington State's export income is destined to the European Union, Japan, Canada, and China. Linda Salomon's expertise has expanded Gobo's East Asia business, with significant expectations for 2010.

Bill Lile, Gobo CEO remarked recently to the press, "We are pleased that our volume of business in East Asia merits having someone of Linda's caliber to manage and expand our presence. We are excited to have Linda leading our Asian business development efforts."

Linda Salomon previously led JETRO's (Japan External Trade Organization) efforts in the Pacific Northwest where she advised over 100 firms in various industries with their Japan export and/or investment strategies. She successfully guided U.S. firms through the business, legal and cultural issues they encounter in the trade and investment process. JETRO is a Japanese government-affiliated agency with six U.S. offices and 80 offices world-wide.

Linda's past positions include a management role in NTT America (NTTA), a subsidiary of NTT Communications (Japan), the world's largest telecommunications firm. She established and directed NTT America's first Pacific Northwest office. Linda worked across numerous industries in business development and client relationship management vis-à-vis international data telecommunications services provided by NTT and their global partners. Preceding her employment at NTTA, Linda held the position of director, Japan Program at Washington State's Department of Community, Trade and Economic Development. Managing the State's Japan office in Tokyo and increasing exports of Washington State's high technology products and services to Japan and Europe were among her responsibilities.

Additional experience includes employment in Riyadh, Kingdom of Saudi Arabia with the U.S. Army Corps of Engineers' Finance and Accounting Office, and Outreach and Development Director for the Japan Studies Program of the University of Washington's Jackson School of International Studies.

Community involvement through trade-related boards in the Seattle region include contributions as immediate past board president for the Japan-America Society of the State of Washington; advisory

member, International Trade Advisory Council for the Trade Development Alliance of Greater Seattle; advisory member, North Seattle Community College's Business and International Trade Technical Advisory Committee as well as the College's International Trade Scholarship Endowment Administration Committee.

Linda was born in Japan and raised in Japan and Korea. She is a graduate of the University of Washington and has earned the International Trade Specialist Certificate from the American Graduate School of International Management.

*Gobo Enterprises is a Seattle area business advisory and consulting firm dedicated to providing innovative ideas and approaches to clients in need of corporate marketing and strategic planning solutions. For more information regarding Gobo Enterprises, please check our web site, [www.gobo.us](http://www.gobo.us) or call us directly at (425) 227-4900.*

###