

Charles Baldwin Quoted in Global Trade Magazine

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Brooks Pierce partner Charles Baldwin was recently quoted by *Global Trade Magazine* in an article about export strategy.

Baldwin, who represents corporations on various cross-border issues, including U.S. market entry and exporting, spoke to the benefits of adopting a subsidiary model of exporting. While using a subsidiary model comes with certain costs and risks, you can retain more control of your supply chain using this method, he said.

He also discussed the importance of choosing a good foreign partner and of oversight of foreign operations. "I would find the best foreign partner you could...and add your people. You want to make sure you have good and regular oversight by your people," said Baldwin.

The article can be viewed in the April/May 2017 issue.

PEOPLE

Charles S. Baldwin IV

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