

## Involvement with IRTA

In 2006 BarterXchange in partnership with the International Trade Reciprocal Trade Association (IRTA) presented the first barter conference in this region, at the Global Entrepolis, a mega business networking event that was attended by more than 15000 participants from various parts of the world.

Dr Lee Oi Kum, Executive Chairman of BarterXchange hosted the one-day conference which featured guest speakers Lois Dale, IRTA President, Ian Jones, former IRTA Secretary and Krista Vardabash, IRTA Executive Director. "Discover Barter as a Phenomenal Business Tool" was the theme for the inaugural event and proved to be a huge success for the international delegates who attended.

BarterXchange also took up an exhibition stand at the trade exhibition which attracted more than 350 visitors from ASEAN, USA, Europe.

BarterXchange has offered to run the Certified Trade Broker program in Singapore, for the benefit of Asian brokers. Talks with IRTA are on going.

By working with credible organizations and international associations such as IRTA, BarterXchange is creating more business opportunities for its members.

The IRTA is non profit organization of companies committed to:

- Uniting the worldwide barter industry under a common code of ethics and peer review process
- Promoting barter as a responsible form of commerce to the public, media and government
- Providing legislative advocacy and political action in member countries
- Sharing best practices and new trading opportunities to enhance the growth and profitability of industry members
- Raising professional standards by education, training and awarding credentials based on professional knowledge, experience and achievements
- Leading the barter industry into the future by anticipating changes and alerting new members to new knowledge and systems
- Encouraging worldwide expansion of commercial barter through mutual support and free exchange of information among nations

Have a general comment, suggestion or question about BarterXchange?