



Business Building Leadership

FOR IMMEDIATE RELEASE

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Regional Chamber First Reverse Expo Deemed Success

FORT MYERS (October 26, 2010) – The Chamber of Southwest Florida claimed success for a new project initiative today aimed at encouraging local commerce between buyers and sellers in the region. The recent October 22nd Buy-Sell Southwest Florida: A Reverse B2B Purchasing Expo met the objectives for the first year according to event underwriters and organizers. The Chamber of Southwest Florida, held the event to boost regional buying by Southwest Florida private companies, government agencies and non-profit enterprises in a “first ever” event designed to match organizations to sellers. Marketing and sales representatives from around the region were provided access to the event to meet the buyers and learn about organizations in Southwest Florida who want to spend money for goods and services from local companies

Leading companies supporting the first year effort included: **LeeSar, Wright Construction Group, Modern Service, KRAFT, FGCU, GATES, Hope Hospice & Community Services, Lee County Sheriff’s Office, Lee County Government, Lee County Fire Chief’s Assoc., News Press and The Chamber of Southwest Florida.** Spokesmen for the two leading underwriters expressed their perspectives today.

According to Steve Tirey, President of The Chamber, “This economy has caused business owners to re-think how they do business. Why should anyone buy goods and services from outside Southwest Florida when they can get quality products and services, competitively priced in our local marketplace? We think this is just the start of a growing regular event for The Chamber and Southwest Florida”

The Chamber of Southwest Florida is a regional business membership organization with members in Lee, Collier, Charlotte, Hendry and Glades Counties. Chamber members are regional employers and many provide products and services across the region.

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