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CEC Pioneers Smarter Marketing Platform

August 15, 2012, New York, NY - Chamber of Eco Commerce (CEC) - In the age of e-commerce, the time and expenses of attending meetings and trade events is increasingly difficult to justify. And If you are emerging business or technology incubator or investor, anywhere in the world, scouting for customers, funding, or investment opportunities, securing the right connections to get your company, innovations, or portfolio seen by the right people can be cost prohibitive.

A group of Eco Commerce experts, believe there's a better way.

CEC's experts in Atlanta, have created a Smarter Marketing Platform. This by invitation-only B2B marketplace, will host organizations and individuals, to discover and do business with one another, through private online platforms.

Organizations and individuals from around the world, can join the Smarter Marketing Platform to meet, learn, educate, showcase, collaborate, barter or just browse an online directory, which is navigable by all manner of categories and sub-categories.

"We believe that this Smarter Marketing Platform will become a valuable resource and tool for our fast growing international network of Eco Commerce hubs. And our Integrated Marketing Communications (IMC) advisory and training in place, we will meet our stakeholders' marketing needs. This platform allows them, to generate qualified leads and keep track of key contacts. We believe that this is an opportunity to change the entire Eco Commerce marketing process and experience. What inspired me, was the fact that, I could not join all online and live events nor travel to all meetings around the world to scout out the most promising companies and innovations. Problem, solved! This new platform will launch in October 2012", says Minna LeVine, CEO, Chamber of Eco Commerce.

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Smarter Marketing

http://www.chamberofecocommerce.com/images/PR_Smarter_Marketing_Nov_2011.pdf

IMC

<http://www.chamberofecocommerce.com/sustainabilitycenters/imc.html>

Media Portal

<http://www.chamberofecocommerce.com/mediaportal.html>

Branding

<http://www.chamberofecocommerce.com/mediaportal/branding.html>

Sponsorship

<http://www.chamberofecocommerce.com/cecglobal/sponsorship.html>

Business Development

<http://www.chamberofecocommerce.com/sustainabilitycenters/businessdevelopment.html>