



MAINE INTERNATIONAL TRADE CENTER

Global Resources. Local Expertise.

Invest in Maine Initiative

The *Invest in Maine* initiative is designed to attract foreign direct investment (FDI) dollars to Maine by attracting capital infusions to growing Maine companies and by increasing industrial capacity by encouraging development of new operations in Maine. This initiative is supported by Maine industry, universities, and government and is designed to connect Maine with key investment markets in Europe and Asia for Maine's advanced materials and renewable energy industries. The ultimate goal of this initiative is to create a self-sustaining global FDI presence for the State of Maine that can be utilized by all growing industries in Maine.

Annette Bossler serves as the Foreign Investment Attaché and Managing Director of the *Invest in Maine* initiative. Annette is an international trade consultant based in Bremen, Maine with over 20 years international trade experience in Europe and Asia. Since 2006, Annette has served as a consultant to Major American, French, Taiwanese, and Japanese clients focusing on renewable energy development, and consumer durables in the areas of marketing, business development, procurement and supply chain issues, distribution, and regulatory compliance.



Annette Bossler
Foreign Investment Attaché

From 1992 to 2002, Annette served in several leadership roles in the marketing and logistics division of Waterford Wedgwood in Japan and the United States. From 2002 to 2006 she served as vice president of group marketing for Tupperware Corporation in the Asia Pacific marketing region, developing marketing strategies for Tupperware's \$320 million business in the Asia Pacific region.

Annette is a 1992 graduate of Bonn University of Bonn, Germany. In addition to her diverse and vast industry connections, Annette brings to the *Invest in Maine* initiative an understanding of English, German, Japanese, French, and Chinese. Annette is a dual citizen of the United States and European Union.