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Cemaco Joins Guidance on IRCE 2014 Panel

Payment and Shipping Solutions for International eCommerce to be Presented

MARINA DEL REY, Calif. (June 4, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, invites retailers to attend the “Overcoming eCommerce Infrastructure Woes in Developing Countries” panel at the Internet Retailer Conference and Expo (IRCE) 2014.

Retailer Cemaco, Guatemala’s largest home goods and hardware department store, will join Guidance CIO Jon Provisor to discuss how they conquered payment and shipping obstacles when launching their new eCommerce site. The panel will begin at 1:30pm, on Wednesday, June 11, 2014. The conference will take place in Chicago from June 10-12, 2014.

“When selling internationally, local payment and shipping practices are very different than what is standard here in the U.S.,” said Jason Meugniot, CEO of Guidance. “Our IRCE session will detail what strategies should be employed to overcome potential payment and shipping obstacles when expanding globally.”

Meugniot will also be in attendance and available to discuss eCommerce solutions that increase sales conversion, and promote brand and product loyalty. Bridgestone, Sole Society, Silver Jeans, and more have trusted Guidance’s enterprise-level expertise to transform their online retail channels.

To request a meeting at the conference, please call 310 754 3808, email sales@guidance.com, or stop by the Guidance booth 639.

Guidance will also be raffling a pair of *Beats* headphones, at the booth.

For updates throughout the event, follow [@guidance](https://twitter.com/guidance) and [#IRCE](https://twitter.com/IRCE) on Twitter.

About Guidance

Guidance designs, builds and hosts highly customized eCommerce solutions for today’s leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance’s expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as Bank of America, The Coffee Bean & Tea Leaf, Foot Locker, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

Learn more at <http://www.guidance.com>.

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