SUMMARY OF TOPICS:

Session 1 - Is Exporting for Me? - Feb. 11, 2016
The Export Process — An Overview
Potential Benefits, Costs and Risks
Exporting vs. Domestic Sales
Finding Overseas Buyers
Trade Contact Sources
Trade Shows and Trade Missions

Session 2 - Finding & Entering New Export - Feb. 25, 2016
Markets / International Matchmaking
Prioritizing and Developing Export Markets
Determining Market Entry Strategies
Export Plan

Session 3 - Export Sales Techniques / - Mar. 10, 2016
Port & Airport Services
Export Sales Contracts
Export Pricing
Distributor Contracts
Negotiating Export Terms of Sales

Session 4 - International Business Culture - Mar. 24, 2016
Understand the Culture of Your Target Markets
Business and Social Protocol
Communication Protocol

Session 5 - Internet Export Marketing / - Apr. 7, 2016
Establish Effective Branding Online
Develop High Impact Internet Advertising Strategies
Identify Key Internet Research Sites
Website Automation for Overseas Markets

Session 6 – Export Trade Finance & Insurance – Apr. 21, 2016
Getting Paid
Balancing Risk Between Seller and Buyer
Selecting International Payment Methods
Using Insurance to Protect Against Default
Financing Your Export Growth with Extended Credit
Protecting Against Foreign Exchange Risk

Session 7 - Incoterms - May 5, 2016
Accepted Definitions
Rules of Interpretation for Most Common Commercial Terms

Session 8 – Legal Do’s and Don’ts for Exporters - May 19, 2016
Export Regulations (Trade Compliance)
Role of Free Trade Agreements (FTAs) and Rules of Origin
International Sales and Distributors Contracts
Intellectual Property Protection (IPP)

Role of the Freight Forwarder
Negotiating Freight Rates
Air and Sea Cargo
Cost / Benefit Analysis
Export Packing & Labeling
Customs Clearance Overseas

Attendees will have the opportunity to discuss their business export plan with a panel during this final session. The panelist will be the U.S. Department of Commerce and other appropriate government entities.