The 2013 Export Workshop Series

International Workshop Series

starts May 1, 2013

9:00 a.m. to 12:00 noon









Excellence in Export Education.

Sin Export Court

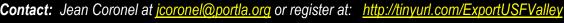
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ITT Technical Institute - Sylmar | 12669 Encinitas Avenue, Sylmar, CA91342

Workshop Series	Date
1. International Business Culture	May 1
2. Is Exporting for Me?	May 15
3. Finding & Entering New Export Markets/International	_
Matchmaking	May 29
4. Internet Export Marketing	June 5
5. Export Sales Techniques and Documentation	June 19
6. Export Trade Finance & Insurance - Getting Paid	July 10
7. Legal Do's and Don'ts for Exporters	July 24
8. Freight & Logistics /Export Planning and Counseling	August 7

Eight International Trade Workshops will be presented every two weeks from May 1, 2013 through August 7, 2013. Export counseling will be offered by appointment in Session 8. WORKSHOP FEE: Training is free of charge.



















The Valley Economic Alliance





SUMMARY of TOPICS

1. Is Exporting for Me?

- The Export Process—An Overview
- Export Pre-requisites
- Export Procedures & Terminology
- Understanding Potential Benefits, Costs and Risks of Exporting
- Exporting vs. Domestic Sales
- Export Readiness

2. Finding & Entering New Export Markets/ International Matchmaking

- Prioritizing and Developing Export Markets
- Determining Market Entry Strategies
- Finding Overseas Buyers
- Trade Contact Sources
- Trade Shows and Trade Missions (Inward and Outward)

3. Internet Export Marketing

- Establish Effective Branding Online
- Develop High Impact Internet Advertising Strategies
- Identify Key Internet Research Sites
- Website Automation for Overseas Markets

4. International Business Culture

- Understanding the Culture of your Target Markets
- Business and Social Protocol
- Communication Protocol

5. Export Sales Techniques

- Export Sales Contracts
- Export Pricing
- Export Documents
- Negotiating Export Terms of Sales
- Reducing Export Risk with INCOTERMS

6. Export Trade Finance & Insurance - 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

7. Legal Do's and Don'ts for Exporters

- Export Regulations (Trade Compliance)
- Differing Legal Systems Around the World
- Role of Free Trade Agreements (FTA's) and Rules of Origin
- Overseas Sales and Distributors Contracts (Preventing Commercial Disputes)
- Intellectual Property Protection (IPP)
 - Copyright
 - Trade Marks
 - Patents

8. Freight & Logistics - Delivering Export Goods

Export Logistics

- Role of the Freight Forwarder
- Negotiating Freight Rates
- Air and Sea Cargo:
- Cost / Benefit Analysis
- LCL and FCL
- Export Packing & Labeling

Export Documentation

- Key Documents & Their Role
- Customs Clearance Overseas
- INCOTERMS

Note: Attendees will have the opportunity to discuss their business export plan with a panel at the final session. The panelist will be the U.S. Department of Commerce and the Small Business Development Center.