

# The 2013 Export Workshop Series

International Workshop Series  
starts May 1, 2013

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



*Excellence in Export Education.*

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

## Workshop Series

## Date

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

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.

**Contact:** Jean Coronel at [jcoronel@portla.org](mailto:jcoronel@portla.org) or register at: <http://tinyurl.com/ExportUSFValley>



 **The Valley Economic Alliance**



**Grow your business through exports!**

# 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.