



EXPORTING 101: PATHWAYS TO DEVELOPING INTERNATIONAL MARKETS

2020 Schedule | Clovis, California

Are you thinking about exporting your goods and services abroad but don't know where to start? Are you receiving international buyer inquiries into your products? Are you looking to increase sales revenue and diversify your risk? If you answered "yes" to any of these questions, then the Exporting 101 workshop is a must for you.

What You Will Learn:

- **Exporting a U.S. Product:** Definition, Myths, Affordability, Competition, Prerequisites, Benefits, Risk, Export Readiness
- **Steps to Successful Exporting:** Research, Planning, Competitive Pricing, Regulations, Finding Opportunities, Getting Paid, Logistics
- **Key Concepts Before You Export:** Product Classification, AES, Transportation Modes, Incoterms 2020, Methods of Payment
- **Export Documentation Process:** Initial Inquiry, Export Quotation, Proforma Invoice, Customer Purchase Order, Commercial Invoice, Packing List, Certificate of Origin, Bills of Lading, Recordkeeping

WHO SHOULD ATTEND

Business Owners, Entrepreneurs, Manufacturers, Commodity Traders, Sales, Marketing and Logistics Professionals, Business Students, and anyone considering exporting.

DATES & TIMES

8:30 am – 12:00 pm
 Tuesday, April 14, 2020
 Tuesday, July 14, 2020
 Tuesday, October 13, 2020

LOCATION

Clovis Community College
 Herndon Campus
 390 W. Fir Ave., Bldg. B, Rm. 308
 Clovis, CA 93611

REGISTRATION FEE

\$100 – Includes class materials
 Webpage: www.fresnocitd.org/train
 Register at: <https://tinyurl.com/u436ge5>

FOR MORE INFORMATION, CONTACT:

Frank M. Nuñez
 Center for International Trade Development
 at State Center Community College District
 (559) 243-7280 | frank.nunez@scccd.edu

EVENT PARTNERS



QUESTIONS? (559) 243-7280 | REGISTRATION: WWW.FRESNOCITD.ORG/TRAIN