



EXPORTING 101: PATHWAYS TO DEVELOPING INTERNATIONAL MARKETS

July 14, 2020 | Online via Zoom

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, July 14, 2020

LOCATION

Online Training via Zoom
(Login credentials to be provided)

REGISTRATION FEE

\$100 – Includes class materials
Webpage: www.fresnocitd.org/train
Register at: tinyurl.com/Export101-Jul

FOR MORE INFORMATION, CONTACT:

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EVENT PARTNERS



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