



U.S. Small Business Administration
Cooperating

EXPORT TRADE ASSISTANCE PARTNERSHIP (ETAP)

Successful Exporting in Today's Global Economy

Selling American products and services overseas is both profitable and culturally rewarding for all companies that want to prosper in today's global marketplace.

Participate in an exclusive training program carefully designed to give business executives strategies, insights, and a ready network of contacts necessary to successfully expand sales globally. If you believe exporting could be part of your growth strategy, these courses will provide you with the hands on tools and the latest information necessary to succeed. In addition, through this course, you will become informed about the effective finance and marketing assistance currently available through both state and federal agencies and walk away knowing precisely how to leverage these resources.

Who Should Attend

Established businesses, manufacturers, service companies and potential exporters who are seeking growth through exporting.

No Cost (Compliments of ETAP) Certificate Program valued at \$800. Light lunch provided at each session. Space is limited, RSVP required.

Please RSVP early if you plan to attend. Certificate of Completion awarded on last session.

SIGN-UP NOW !!!

globalexporting.eventbrite.com

Session 1 - Global Business Opportunities for Small Business

October 9, 2014, 7:30 a.m. - 12:00 p.m.

This module explores the fundamental elements management should analyze to avoid problems when entering foreign markets.

Session 2 - Exploring Market Entry Strategies

October 16, 2014, 7:30 a.m. - 12:00 p.m.

This module covers export distribution consideration, direct exporting, indirect exporting and locating foreign representatives and buyers. The presentation will help you better understand the methods and channels involved in the export sales process.

Session 3 - International Trade Finance and Methods of Payment

October 23, 2014, 7:30 a.m. - 12:00 p.m.

Understanding how to get paid for an export sale is crucial, since your buyer could be 10,000 miles away. This training discusses how your organization can finance the transaction and related business costs from the time you obtain the order, through the production cycle, to the time you receive final payment.

Session 4 - International Shipping and Legal Issues

October 30, 2014, 7:30 a.m. - 12:00 p.m.

This session covers export distribution considerations, direct exporting, indirect exporting, Foreign Trade Zones and various components of agency and distributor agreements.

COUNTY OF
SAN BERNARDINO



ECONOMIC DEVELOPMENT AGENCY



Chaffey College



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Contact: Paul Smith, Business Development Specialist, Santa Ana District Office, 714-560-7448, paul.smith@sba.gov.