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*Join NAITA & the Export Alabama Alliance for a North Alabama Trade Tour  
Co-sponsored by the Shoals EDA & the Alabama International Trade Center*

## **Incoterms<sup>®</sup> 2010**

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**March 29, 2011 • 11:30 a.m. - 1:30 p.m.  
at the Shoals Economic Development Authority (SEDA)  
20 Hightower Place, Suite 1 • Florence, Alabama 35630**

**Incoterms** are the rules for the use of domestic and international trade terms by the International Chamber of Commerce, which were updated in 2010. In January 2011, the comprehensive revision of the ICC's Incoterms rules came into effect, a major step in helping ensure increased legal certainty in sales transactions and save both time and money. The revision, the first in a decade, reflects the profound changes that have taken place in global trade since 2000, including the importance cargo security has taken for many countries and the 2004 revision of the United States' Uniform Commercial Code. The result is a clearer and more precise set of rules for the 21st century.

The North Alabama International Trade Association (NAITA), the Shoals EDA, and the Alabama International Trade Center will host this informative lunch briefing. This discussion will provide businesses with the confidence and certainty to operate using Incoterms 2010.

**Carolyn Turner**, International Trade Specialist with the Alabama International Trade Center at the University of Alabama, will discuss the new changes made to Incoterms. Mrs. Turner previously worked for Page & Jones, Inc. a Freight Forwarder and Customs Broker with offices throughout the Southeast, as the NVO and freight coordinator for the company's imports and exports. As a Licensed Customs Broker and a NASBITE Certified Global Business Professional, Carolyn is well positioned to help Alabama's importers and exporters. She is also a Board Member of the Japan America Society of Alabama (JASA).

### **NAITA – Building a Globally Competitive Community – [www.naita.org](http://www.naita.org)**

The North Alabama International Trade Association (NAITA) is a business-driven non-profit membership organization that promotes economic growth through international trade education, training, and networking.

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**FREE - NAITA Members & Shoals Companies      \$10 - Potential Members**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_ email \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**Please Fax Your Reservation to: 256.532.3704 or email [rsvp@naita.org](mailto:rsvp@naita.org)**

**Contact NAITA at 256.532.3505 or [naita@naita.org](http://naita@naita.org) for further information.**

Please contact us if you cannot attend but would like to schedule a one-on-one appointment to discuss trade opportunities.