

EXPORT 101:

HOW TO ACHIEVE GLOBAL SUCCESS

Learn how to achieve global success through this one-day workshop for business leaders

The U.S. Department of Commerce in partnership with the Alabama Development Office, the Alabama International World Trade Center, and the Export Alabama Alliance will conduct a valuable one-day workshop for new-to-export companies in your region. The objective of this intensive hands-on program is to promote trade and its benefits for small and medium sized enterprises.

It's not just the big guys

Alabama companies can increase sales and profits by meeting the needs of the world's consumers, 96% of whom live outside the United States. In 2007, nearly 2,500 Alabama companies exported \$14.4 billion to over 180 countries around world. More than 80% of Alabama companies that exported were small and medium-sized companies with fewer than 500 employees. It's not just the big guys; you can benefit, too!

REGISTER TODAY

Export 101 Workshop

Dothan ▪ August 26
Andalusia ▪ August 27
Auburn ▪ August 28

8:00 a.m.—4:00 p.m.

*Registration Required, Cost: \$49
Breakfast and Lunch will be served*

SPEAKERS:

Nelda Segars

*Director, U.S. Department of Commerce Birmingham
Export Assistance Center*

Mike Brooks

Assistant Director, Alabama International Trade Center

Mr. Rudy Whitaker

Regional International Sales, UPS

Mr. George Clarke

*Vice President, International Department
First Commercial Bank*

BROUGHT TO YOU BY:



EXPORT
ALABAMA



FIRST COMMERCIAL
BANK



ALABAMA
A better place to build a better world

REGISTRATION FORM

REGISTRATION REQUIRED—DEADLINE AUGUST 15, 2008

FOR MORE INFORMATION CONTACT NELDA SEGARS AT nelda.segars@mail.doc.gov OR 205.731.1331

_____ 8/26/08 Dothan _____ 8/27/08 Andalusia _____ 8/28/08 Auburn

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____

Email: _____

MAKE YOUR \$49 CHECK PAYABLE TO THE U.S. DEPARTMENT OF COMMERCE
SUBMIT PAYMENT TO

U.S. DEPARTMENT OF COMMERCE, BIRMINGHAM EXPORT ASSISTANCE CENTER
950 22ND STREET NORTH, SUITE 707, BIRMINGHAM, ALABAMA 35203

**Registration confirmation and directions to meeting location will be delivered upon receipt of registration.*

Export 101

How to Achieve Global Success

August 26—Dothan, AL

Dothan Chamber of Commerce, 102 Jamestown Blvd.
Houston, Henry, Geneva, Dale, Pike, Barbour, and Coffee Counties

August 27—Andalusia, AL

PowerSouth, 2027 E. Three Notch St..
Covington, Escambia, Conecuh, Butler, Crenshaw, and Coffee Counties

August 28—Auburn, AL

AuburnBank Center, 132 N. Gay St. (parking in back)
Lee, Russell, Macon, Elmore, Bullock, Tallapoosa, and Chambers Counties

EXPORT 101 TOPICS

I. Making the Export Decision

- A. Advantages of Exporting
- B. Disadvantages of Exporting
- C. Determining Your Products' Export Potential

II. Marketing Plan

- A. Planning
- B. Goal Setting
- C. Identifying Products with Export Potential
- D. Determining Your Company's Export Readiness

III. Making the E-Commerce Connection

- A. The Essentials: Phone System, Fax, E-mail and Website
- B. Personal Computers, the Internet and Software Power
- C. Responding to Inquiries

IV. Identifying International Markets

- A. Making the Best of Federal Government Resources
- B. Non-Federal Resources
- C. How to Gather Foreign Market Research
- D. Determining the Best Markets

V. The Export Transaction

- A. Getting Your Product Export Ready
- B. Methods of International Pricing
- C. Setting Terms of Sale
- D. Negotiating Sales and Distributor Agreements
- E. Building a Working Relationship

VI. Export Financing and Getting Paid

- A. International Payment Methods
- B. Export Financing
- C. Private Sector Export Financing Resources
- D. U.S. Small Business Administration (SBA)
- E. Export-Import Bank of the United States (Ex-Im Bank)
- F. Department of Agriculture
- G. Commodity Credit Corporation (CCC)

VII. Transporting Goods Internationally

- A. The Role of the Freight Forwarder
- B. Documents Prepared Before the Shipment (How to fill out an SED)
- C. Documents Used During the Inland Movement of the Goods

VIII. Service Exports

- A. Typical Service Exports
- B. Exporting of Services
- C. Marketing Services Abroad
- D. Government Support for Service Exports

IX. Business Travel Abroad

- A. Documentation and Itinerary
- B. Business Meetings
- C. Cultural Factors