# **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 oneday 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:**









## **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:			
			Zip:
Tel:		Fax:	
	MAKE YOUR \$49 CHE	CK PAYABLE TO THE <u>U.S. DEPARTM</u>	ENT OF COMMERCE
		SUBMIT PAYMENT TO	
	U.S. DEPARTMENT OF	COMMERCE, BIRMINGHAM EXPORT	ASSISTANCE CENTER
	950 22ND STREET	NORTH, SUITE 707, BIRMINGHAM, A	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

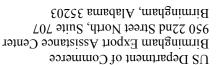
Dothan Chamber of Commerce, 102 Jamestown Blvd. Houston, Henry, Geneva, Dale, Pike, Barbour, and Coffee Counties

# 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