## "The Secrets of Successful Trade Financing."



The seminar that helps you increase sales, reduce outstandings and manage risks.

Monday and Tuesday, June 21 and 22 8:30 a.m. to 5:00 p.m. ET Reed Smith LLP 435 Sixth Avenue Pittsburgh, PA 15219

## Tools. Techniques. Practical applications.

"The Secret of Successful Trade Financing" is an interactive seminar that focuses on fundamentals and advanced strategies for competing in the international marketplace. Led by Chip Thomas, a global trade and banking expert, this two-day workshop helps you effectively leverage powerful trade finance and foreign exchange services.

Whether you're a CEO, CFO, business owner, sales manager, credit manager, operations manager – or responsible for export decisions in any way – this seminar will benefit you.

## **LEARN HOW TO:**

- Increase export sales
- Reduce outstandings
- Offer competitive terms and still receive payment upon shipment
- Protect balance sheets from the risks of international trade
- Identify creditworthy prospects
- Improve cash flow
- Make the banks work for you
- Use drafts and acceptances

"It's a very practical seminar that teaches you how to improve sales, profitability and cash flow."

Jerry Arth – Malco Products, Inc.



For the complete agenda or more information, call 860-435-0430 or visit www.exportrisk.com today.

To get the most out of this seminar we have limited the number of participants to 25. Please complete and send your registration form today.

## REGISTRATION

Please submit a separate form for each	person.			
Name/Title		Company		
P.O. Box or street address				
City, state and ZIP code				
E-mail address (required)	Phone number		Fax number	
Please check one:				
$\square$ Check $\square$ Visa $^{\circ}$ $\square$ MasterCard $_{\circ}$ $\square$ American Express $^{\circ}$			Paid registrations received by May 28	
Registration Fee (includes course materials, refreshments, lunch):			obtain a \$25 discount	
$\square$ \$495 (one registrant) $\square$ \$395 e	ach (two or more people)			
$\square$ \$295 (Small business – less than S	10 million in annual sales)			
Cardholder name (print)		Credit Card number		
Exp. date	Signature			
If you prefer to pay by check, please n	nake check payable to Export Risl	k Manage	ment, Inc. and	

If you prefer to pay by check, please make check payable to Export Risk Management, Inc. and send it with this completed registration form to: Export Risk Management, 225 Taconic Road, Salisbury, CT 06068

Or simply fax this registration form, with your credit card information, to 860-435-0436.

Advance payment is required. No refunds will be granted. Substitutions may be made at any time at no charge. Up to 16 continuing education and CPE credits available.

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