

EXPORT UNIVERSITY 2019

Advanced Workshop (June—November 2019)



Starts June 27, 2019 – 12:30—4:30 PM

University of Phoenix, 6 Centerpointe Drive, La Palma, CA 90623

SUMMARY OF TOPICS

(may be subject to change depending on the speaker's availability)

Session 1 – Is Exporting for Me? – June 27

Getting Ready
Benefits and Risks
Exporting vs Domestic Sales
Assessing Readiness
Developing an Export Plan:

Session 2 – Finding & Entering New Markets – July 25

Identifying Best Export Markets
Country Specific Market Entry Plans
DOC matchmaking Services
Trade Shows and Trade Missions

Session 3 – Export Trade Finance & Insurance – August 1

Getting Paid
Balancing the Risk of Buyer & Seller
International Payment Methods
Insurance to Ensure Payment
Finance Growth with Extended Credit
Reducing Foreign Exchange Bank

Session 4 – Logistics & Shipping Documents – August 15

Role of the Freight Forwarder
Negotiating Freight Rates
Air & Sea Cargo: Cost/Benefit Analysis
Export Logistics & Documentation
Customs Clearance Overseas

Session 5 – Legal Do's & Don'ts for Exporters – August 29

Export Regulations (Trade Compliance)
Resolving Commercial Disputes
Int'l. Sales (ICC)
Intellectual Property Protection (IPP)

Session 6 – Incoterms – September 12

Rules of Interpretation for
Common Commercial Terms
Mitigating Risk through INCOTERMS

Session 7 – Internet Resources for Exporters – September 26

Market Research Tools to Identify Best Markets
Export Guides & Tutorials
Commodity Coding Systems
Establishing Effective Branding
Internet Advertising Strategies
Key Internet Research Sites
Website Localization for Overseas Markets

Session 8 – Market Entry Strategy & Planning – October 10

Target Market Entry Plan:
Distribution, Promotion, Pricing & Localization

Session 9 – Identifying / Managing Distributors – October 24

Qualifying the Prospects
International Sales Contracts (ICC)
Agent/Distributor Contracts
Negotiating Export Terms of Sales
Export Pricing

Session 10 – Export Plan & Panel Discussion – October 31

Attendees will present & discuss their business
Export plan with a panel of experts.
Panelists will include U.S. Department of Commerce
And Trade Specialists.

To register please contact:

Ted Fernandez at tfernandez@portla.org

Norman Arikawa at narikawa@portla.org

