

## “EXPORT UNIVERSITY 101: INTRODUCTION TO EXPORTING”

**EXPORT UNIVERSITY** is a training program developed by the Florida District Export Council in cooperation with the Florida Trade Alliance Partners to help companies begin an export initiative and to gain skills and innovation in their international sales. Delivered by the U.S. Commercial Service, Export 101 is designed for new-to-export firms that would like expert advice on the export basics. Attendees will receive a certificate following completion of this course. This course is ideal for marketing and sales management and staff, export operations personnel, purchasing, logistics, and anyone with a responsibility for export functions. **Course goals include:** 1) evaluating export readiness; 2) developing an export marketing plan; and, 3) understanding the basics about U.S. export regulations, 4) international logistics, and 5) how to ensure that you get paid. This course DOES NOT treat the topic of foreign or outsourced manufacturing.

- TOPICS:**
- ▶ The Importance of Planning to a Successful Export Marketing Strategy
  - ▶ Organizing for Export
  - ▶ Protecting Your Interests Abroad
  - ▶ Export Payment Methods and Financing Programs
  - ▶ International Transportation Logistics
  - ▶ Building International Infrastructure and Growing Your Business
  - ▶ Panel of Exporters- Best Practices / Discussion / Q&A

**When:** **Tuesday, July 28, 2009**  
▶ 8:30 a.m. - 4:00 p.m. ◀

**Where:** **Davis College of Business  
Jacksonville University  
2800 University Blvd. North  
Jacksonville, FL 32208**

**Cost:** **\$45**  
Covers Program, Continental Breakfast, Lunch, Coffee Breaks and Cookies  
(Free parking)  
▶ Register by 5 pm, Thursday, July 23, 2009 ◀

### REGISTRATION AND PAYMENT

For Full Agenda and To Register Online Visit:

[http://www.export.gov/eac/show\\_detail\\_trade\\_events.asp?EventID=29572](http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29572)

Payment: Credit Card (MC, VISA, AMEX)

**For Registrations by mail please send this form and check payable to:  
U.S. Department of Commerce to 3 Independent Drive, Jacksonville, FL 32202**

**Questions: Jorge Arce at 904-232-1270 cell 904-477-9485 (Fax 904-232-1271)  
Or Larry Bernaski at 904-359-9350 cell 904-718-8510**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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