

# EXPORT UNIVERSITY

Advanced Workshop Series (July – December, 2018)  
[ A Public Service ]



*Excellence in Export Education*

## Starts July 27, 2018 – 12:30 - 4:30pm

**LA Area Chamber of Commerce – 350 S. Bixel St., Los Angeles, CA 90017**

### SUMMARY OF TOPICS:

#### Session 1 - - Is Exporting for Me? – July 27

**Getting Ready**  
**Benefits and Risks**  
**Exporting v.s. Domestic Sales**  
**Assessing Readiness**  
**Developing an Export Plan:**  
**5 Stages of Development**

#### Session 2 - Finding & Entering New Markets - August 10

**Identifying Best Export Markets**  
**Country Specific Market Entry Plans**  
**DOC Matchmaking Services**  
**Trade Shows and Trade Missions**  
**International Business Cultures**

#### Session 3 Internet Export Marketing - August 24

**Establishing Effective Branding**  
**Internet Advertising Strategies**  
**Key Internet Research Sites**  
**Website Localization for Overseas Markets**

#### Session 4 – Export Trade Finance & Insurance – Sept. 7

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

#### Session 5 – Legal Do's and Don'ts for Exporters – Sept. 21

**Export Regulations (Trade Compliance)**  
**Resolving Commercial Disputes**  
**Intl. Sales (ICC) & Distributor Contracts**  
**Intellectual Property Protection (IPP)**

#### Session 6 – Logistics & Shipping Documents - Oct. 5

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

#### Session 7 - Incoterms – October 19

**Rules of Interpretation for**  
**Common Commercial Terms**  
**Mitigating Risk through INCOTERMS**

#### Session 8 – Market Entry Strategy & Planning – Nov. 2

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

#### Session 9 - Identifying/Managing Distributors – Nov. 9

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

#### Session 10 – Internet Resources for Exporters – Nov. 30

**Market Research Tools to Identify Best Markets**  
**Export Guides & Tutorials**  
**Commodity Coding Systems**

#### Session 11 - Export Plan & Panel Discussion - Dec. 14

*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:**

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**(\$10 cost for parking)**

**A detailed syllabus will be available**