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# EXPORT UNIVERSITY



## Exporting101 - Introduction to Exporting

Friday, September 18, 2009 from 8:00am – 4:00pm

Las Vegas	Reno	Carson City	Winnemucca
University of Nevada Cooperative Extension <a href="#">Clark County</a> 8050 Paradise Road Las Vegas, NV 89123	TMCC <a href="#">Meadowood S104</a> 5270 Neil Road Reno, Nevada 89502	Western Nevada College <a href="#">Donald W Reynolds Center for Technology (REYN) 101</a> 2201 West College Parkway Carson City, NV 89703	University of Nevada Cooperative Extension <a href="#">Humboldt County</a> 1085 Fairgrounds Road Winnemucca, NV 89445

**Note: In preparation for this course, students should conduct an on-line self assessment of readiness for exporting. Visit: [http://hq-intranet04.ita.doc.gov/bid/export\\_questionnaire.asp](http://hq-intranet04.ita.doc.gov/bid/export_questionnaire.asp) and fax the results to 702-388-6469. Students should also provide their Harmonized System or HS Product Code; this will allow preparation of statistical market research by U.S. Department of Commerce trade specialists showing trends in US exports of products similar to yours.**

<b>8:00 am</b>	<b>Registration</b>
<b>8:30 am</b>	<b>Welcome, Agenda Overview, Housekeeping</b>
<b>8:45 am</b>	<p><b>Organizing for Export &amp; Export Procedures</b></p> <ul style="list-style-type: none"> <li>• Determining Organizational &amp; Product Readiness for Export</li> <li>• Preparing Your Product for Export – Market Research &amp; Assessing the Competition</li> <li>• Developing an Export Strategy &amp; Marketing Plan – Assessing Market Characteristics</li> <li>• Promoting Products in Target Markets</li> <li>• Factoring Logistics into Strategic Planning</li> <li>• Market Penetration Considerations</li> <li>• Export Management &amp; Trading Companies</li> <li>• U.S. Commercial Service Assistance for Exporters</li> </ul> <p>Andrew Edlefsen, Director U.S. Department of Commerce Export Assistance Center, Las Vegas</p>
<b>10:00 am</b>	<b>Break</b>
<b>10:15 am</b>	<p><b>U.S. Export Regulations Overview</b></p> <p>Debra D. Alexandre, SVP Nevada State Development Corporation</p>
<b>11:15 am</b>	<p><b>Managing Payment Risk &amp; Financing the Sale</b></p> <ul style="list-style-type: none"> <li>• Responding to International Sales Inquiries – Pricing, Quotations &amp; Terms</li> <li>• Determining Shipping Costs in Preparing Quotations</li> <li>• Mechanisms for Getting Paid</li> <li>• Credit Insurance to Facilitate Open Account Sales</li> <li>• Financing Export Transactions</li> </ul> <p>Stewart Ekelund, Vice President, International Development City National Bank, Los Angeles, CA</p>
<b>12:15 pm</b>	<b>Lunch</b>
<b>1:00 pm</b>	<p><b>International Logistics</b></p> <ul style="list-style-type: none"> <li>• Importance of a Logistics Partner</li> <li>• The contract of Carriage – Bills of Lading, Airway Bills</li> <li>• Commodity Classification</li> <li>• Export Documentation</li> <li>• Export Compliance with Target Market Regulations</li> <li>• Proper Labeling &amp; Packing</li> <li>• Freight Insurance</li> </ul>

	John Agustin FedEx Corporation
<b>2:15 pm</b>	<i>Break</i>
<b>2:30 pm</b>	<i>Building an Overseas Infrastructure &amp; Growing Your International Business</i> <ul style="list-style-type: none"> <li>• Preparing for Your First Sales: Getting Your Team Organized for Selling Overseas</li> <li>• Working the Deal – Limiting Risk &amp; Ensuring Payment</li> <li>• Complying with U.S. &amp; Overseas Trade Regulations</li> <li>• Determining Viable Markets</li> <li>• Identifying, Screening, and Selecting Overseas Representation</li> <li>• Preparations for Travel</li> <li>• Establishing an After-Sales Service Network</li> <li>• Managing &amp; Motivating Overseas Channels of Distribution</li> </ul>
	Bill Cline, Director U.S. Department of Commerce Export Assistance Center, Reno
<b>3:15 pm</b>	<i>Assessing Risk &amp; Opportunity</i> <ul style="list-style-type: none"> <li>• Assessing and Managing Country Risk: Regional Opportunities and Challenges</li> <li>• Why Export</li> <li>• The Next Step</li> </ul>
	Randy Innis Innis Enterprises LLC; Chairman, Nevada DEC
<b>3:45 pm</b>	<i>Open Forum</i>
<b>3:55 pm</b>	<i>Presentation of Diplomas</i>
<b>4:00 pm</b>	<i>Adjourn</i>

*\*\*Speakers subject to change.\*\**

**Fee: \$60 general; \$30 student (with valid student ID)**

**For more details visit: [www.exportuniversity.com](http://www.exportuniversity.com) and click on Nevada,  
or contact Andrew Edlefsen at: [Andrew.Edlefsen@mail.doc.gov](mailto:Andrew.Edlefsen@mail.doc.gov) or 702-388-6694**

**To register go to: <https://ssl.nsbdc.org/education/calendar>  
Select the Export University class at the location of your choice.**

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Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.  
Contact your local NSBDC or the State Office at 775-784-1717 to make arrangements.*