



## TOOLS FOR TRADE

*A Seminar Series to Provide Your Company with the Tools to be Competitive in the Global Marketplace*

*You are cordially invited to participate in an eight-week, export-training seminar designed to provide you and your company with the basic tools to initiate or expand international markets. Brought to you by: The Catawba County Chamber of Commerce, SBA, The US Commercial Service, the Small Business Technology and Development Center (SBTDC).*

**WHEN?** The classes will meet each Tuesday from 9:30 – 12:00 a.m. beginning Tuesday, January 24 and ending Tuesday, March 14.

**WHERE?** The classes will be conducted at the Catawba County Chamber of Commerce, 1055 Southgate Corporate Park SW, Hickory, NC.

### **WHAT WILL BE TAUGHT?**

Topics to be covered include: Global Risk Assessment, International Methods of Payment, Letters of Credit, Incoterms, Harmonized Tariff Codes, Role of the International Freight Forwarder, Developing an International Marketing Plan, and free on-line resources. Participants will be introduced to the support network of service providers, i.e., government agencies (USDOC, SBA, Ex-Im Bank, etc.), international freight forwarders, international bankers, etc. During one class there will be a virtual trade mission by videoconference with an American Embassy (Country, TBA). All training materials will be provided.

### **WHO SHOULD ATTEND?**

- Companies that are not presently exporting and need the tools to answer the question *"Should my company export?"*
- Companies that are new to exporting and need the tools to begin and avoid costly mistakes.
- Companies that are currently exporting but need the tools to expand overseas markets and sales.

Companies are encouraged to send employees who are (or may become) responsible for letters of credit, international documentation, international sales, marketing, and customer service.

### **COST?**

- \$199 each for one registrant
- \$125 each for two or more registrants from the same company
- \$150 each for small business with less than \$10 million in annual sales
- \$400 each non-members

There is a discount  
of \$25 for early  
registration!

**HOW TO REGISTER & PAY?** Call or fax Pamela S. Manfredi with the attached form at (828) 328-6000 ex 228, Fax (828) 328-1175. (Participation is limited to the first 50 registrants on a first-come, first-serve basis.)

*\*\*All SBA programs and services are available to the public on a nondiscriminatory basis. Accommodations are available for the physically impaired upon request.*