

## Center for Global Competitiveness

# International Trade:

## What does it take to be successful?

A 5-Part Series Designed for Management, Marketing, Sales Professionals & Support Staff

Co-Sponsored by: U. S. Commercial Service and the Southwestern PA Commission

**Session I: SETTING THE STAGE FOR INTERNATIONAL TRADE—Fri. 4/17/09**

**Topics:** Introduction to Globalization, Cultural Considerations, Business Styles, International Trade Readiness, Company Assessment, Strategies for Success

**Session II: THE TRANSACTION PROCESS—Fri. 4/24/09**

**Topics:** Quotations, INCO Terms, L/C's, Shipping & Getting Paid, Avoiding Discrepancies, Required International Trade Documentation, and an Interactive Documentation Session

**Session III: EXPORT FINANCE AND RISK MITIGATION—Fri. 5/1/09**

**Topics:** Learn about various programs, their applications, risks, pros and cons. Topics include: Export Working Capital Financing, Government-Guaranteed Export Working Capital Programs, Export Credit Insurance, Export Factoring, Forfeiting, Government Assisted Foreign Buyer Financing

**Session IV: MARKET ENTRY AND DEVELOPMENT—Fri. 5/22/09**

**Topics:** Identification of Market Entry Methods, Selecting the Best Suited Business Partners (Sales Reps, Agents, Distributors, Partnerships), How to Make Your Partners Successful, Important Agreement and Contract Provisions

**Session V: EXPORT COMPLIANCE—Fri. 6/5/09**

**Topics:** Introduction to Export Regulations, Key Regulatory Areas, Importance of Export Management, Establishing an Export Management System, Establishing Administrative Policies and Screening Components

Registration is at 11:30 a.m. All sessions run from 12:00 p.m. to 4:00 p.m.  
Lunch is included.



Presented by Saint Vincent College  
Small Business Development Center  
Sponsored by:  
U.S. Commercial Service  
Southwestern Pennsylvania Commission



Sessions to be held at :

**Saint Vincent College**  
Small Business Development Center  
Center for Global Competitiveness  
300 Fraser Purchase Road, Latrobe, PA 15650

**Cost:** \$75.00 per session Attend separately or attend all 5 sessions for \$300.00 and save \$75.

**To Register:** Phone 724-537-4572, email [vickie.gyenes@email.stvincent.edu](mailto:vickie.gyenes@email.stvincent.edu) or visit  
<http://www.stvincent.edu/sbdc/educational>



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