

PHILADELPHIA UNIVERSITY

Office of Continuing and Professional Studies announces:



BREAKING INTO THE TRADE GAME

A Six-Week Course for Business Leaders Dedicated to Maximizing Their Companies' Sales

Offered in conjunction with the U.S. Export Assistance Center

Take advantage of this opportunity to learn how to move, think and act in the global marketplace. Whether you are just starting to think about exporting or have years of experience, this course will give you the tools and confidence necessary to succeed. You'll also learn about the free county, state and federal Government programs designed to help your company grow through exporting.

This exclusive training program has been carefully designed to give you the skills, strategies, insights and network of contacts necessary to expand your sales through exporting.

The course material will be taught over six sessions and will include insights and expertise from various international trade experts. Course activities and discussions will focus on developing a strong foundation for beginning and intermediate exporters.



- **Identify** International Markets and Methods of Distribution



- **Discover** Government and Private Sector Financing



- **Learn** Strategic Alliances and Foreign Investment Opportunities

Philadelphia University, **Bucks County Campus**

4800 E. Street Rd., Trevoese, PA 19053

Tuition: \$300.00

Six Week course: April 15, 2008 to June 24, 2008, 9 a.m.- 3:30 p.m.

Date:	Topic:
April 15	Making the Export Decision
April 29	Making the Connection: Selecting the Best Markets
May 13	Transporting Goods Internationally
May 27	Legal Issues for Exporters
June 10	Financing and Payment Options
June 24	Cross-Cultural Communications

For more information or to register, please contact:

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