

# BREAKING INTO THE TRADE GAME



...change your world!

A Series of Courses to Enhance Your Export Readiness to Maximize Sales

This exclusive training program has been carefully designed to give businesses the skills, strategies, insights, and network of contacts that are necessary to expand sales globally. Exporting is a form of entrepreneurship; selling American products and services overseas is both profitable and culturally rewarding for all companies that want to prosper in today's global marketplace. Whether you are just thinking about exporting or have just exported reactively, this course will give you the tools and confidence necessary to succeed.

Each of the six courses will be facilitated by Mr. Robert L. Elsas, Regional Manager, Export Solutions Group, U.S. Small Business Administration. Drawing upon his insights and the expertise of various international trade experts who will be invited to instruct, these classes have been designed for business leaders who want to take the initiative and enter the global market. Course activities and discussions will focus on developing a strong foundation for beginning to intermediate exporters. Course materials are included in the price. In addition, attendees completing all sessions will receive a "Certificate of Export".

## Speakers

### Session 1

U.S. Embassy, Mexico City, Mexico *(video conference)*  
 U.S. Export Assistance Center, Philadelphia  
 Honorary Consul of Chile, Philadelphia

### Session 2

ATD American  
 Global Arena  
 Delaware Valley Industrial Resource Center  
 (DVIRC)

### Session 3

BDP International, Inc.

### Session 4

Fitzpatrick Lentz & Bubba, P.C.

### Session 5

American Export Training Institute

### Session 6

Small Business Administration (SBA)

Topic	Date	Locations
"Making the Export Decision"	February 12, 2009	Philadelphia US Export Assistance Center (USEAC)
"Making the Connection - Selecting the Best Markets"	March 12, 2009	Delaware Valley Industrial Resource Center (DVIRC)
"Transporting Goods Internationally"	April 9, 2009	Chester County Economic Development Council (EDC)
"Legal Issues for Exporters"	May 7, 2009	Lehigh University Small Business Development Center (SBDC)
"Creating Effective International Payment Structures"	June 11, 2009	North Penn Chamber of Commerce
"How to Approach a Bank for Financing"	July 9, 2009	Philadelphia US Export Assistance Center (USEAC)

Dates: Every 2<sup>nd</sup> Thursday of the Month Feb 12 - July 9  
 Time: 9:00am – 12:30pm  
 Location: Various Locations  
 Cost: \$35.00 per session  
 (Morning refreshments will be provided.)

For more information contact:  
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Temple Center for International Business Education and Research

For more information: <http://www.buyusa.gov/philadelphia/bittg.html>