



Exporting in the Flat World*

April 9-11, 2008

AN INTENSIVE 3-DAY TRADE CERTIFICATE COURSE

EVENT

EXPORTING IN THE FLAT WORLD, 3-DAY TRADE CERTIFICATE COURSE

WHEN

APRIL 9-11, 2008

WHERE

MIRABEAU PARK HOTEL & CONVENTION CENTER, SPOKANE VALLEY

WHO SHOULD ATTEND

*Small and medium sized business owners and managers especially those in the wine and agriculture industries

* Sales, marketing and operations managers

* Employees in the support and service sectors

* Mid-career professionals with a desire to gain international trade skills

"My company is already exporting, but I now have the insight into how to do it better."

- 2006 Course Participant

FOR INFORMATION

PROGRAM

Brett Rogers
barogers@wsu.edu

REGISTRATION

Fax registration form below to 360-586-0873
Attn: Linda alongi

THIS CERTIFIED EXPORT COURSE WILL HELP YOU:

- Learn details of the export process.
- Understand conditions that may determine if your company should expand internationally.
- Identify which countries are best for your product.
- Overcome common mistakes made by beginning exporters.
- Develop and structure your export marketing strategies and efforts.
- Target the proper export markets with proven methods.
- Gain familiarity with export terminology.

* **Exporting in the Flat World**

This workshop is certified by the Washington State Department of Community Trade and Economic Development (CTED) and follows the course outline recommended by NASBITE, the international association for the global business community. The workshop prepares interested participants to take the Certified Global Business Professional exam offered by NASBITE, which is given twice a year. The next exam in Seattle is scheduled for June 14.

Successful completion of this workshop will allow participants to qualify for:

- One on one counseling with a CTED international business development manager
- Assistance in developing an international business plan for your company
- Access and support from CTED's 10 foreign offices

INSTRUCTOR:

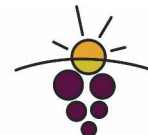
Mr. James Foley has worked for over 20 years in international marketing, sales and corporate management, including seven years working in Europe. He is Director of the International Trade and NAFTA Opportunity Centers at Bradley University (Peoria, Illinois). Mr. Foley currently serves as Director of the NASBITE Trade Credential. He received his MBA from the London Business School. He is the author of the course textbook, *The Global Entrepreneur—Taking Your Business Global*.



STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY,
TRADE AND ECONOMIC DEVELOPMENT



GARVEY
SCHUBERT
BARER



WASHINGTON STATE
THE PERFECT CLIMATE FOR WINE™





Exporting in the Flat World

April 9-11, 2008

COURSE PROGRAM

- Why Go Global
- Export Market Entry & Mode Selection
- Foreign Partner Selection
- Product, Price, Placement
- Data Sources for Market Research
- International Legal Considerations
- International Logistics & Trade Finance
- International Tax & Accounting
- International Strategy
- Global Business Management
- Taking Advantage of Free Trade Agreements
- Presentations by local exporters
- A session specifically related to the wine and agriculture industries

REGISTRATION FORM

NAME: _____ TITLE: _____

TELEPHONE: _____ E-MAIL: _____

NAME: _____ TITLE: _____

TELEPHONE: _____ E-MAIL: _____

COMPANY: _____

ADDRESS: _____

DESCRIPTION	Number Attending	Cost/Discount	Total
REGISTRATION		\$295	
ENROLLED COLLEGE STUDENT		\$200	
COMPANIES WITH 2 OR MORE ATTENDEES		- \$50/EACH	
TOTAL			

FAX REGISTRATION TO:

360-586-0873

ATTN: LINDA ALONGI

PLEASE SEND A CHECK
PAYABLE TO CTED ALONG
WITH A COPY OF THE
REGISTRATION FORM TO:
CTED/ED

ATTN: LINDA ALONGI

PO Box 42525

OLYMPIA, WA 98504-2525

REGISTRATION FORM IS ALSO
AVAILABLE ONLINE AT
WWW.CHOOSWASHINGTON.COM

*"Excellent, very practical, usable course. The instructor
(Jim Foley) was entertaining. The best!"*

- 2006 Course Participant