



# Export Strategies, Tools, and Techniques Seminar

**Are you an established company seeking new markets? Do you have products with big potential? Have you been considering exporting but don't know where to start?**

*If so, the U.S. Export Assistance Center, U.S. Department of Commerce, the U.S. Small Business Administration, and the Oregon Economic and Community Development Dept. would like to see you at:*

A day-long seminar dedicated to taking the guesswork out of international trade. This seminar is to help established businesses develop an export marketing plan and strategy, to provide occasional exporters with tools to grow their international business, and to provide current exporters with a forum for special issues and staff skill building.

## **Seminar Agenda**

### **Developing an Export Plan and Export Pricing**

Assists your company in constructing the key elements of an international business plan and in formulating export product pricing by examining the additional costs associated with exporting that should be reflected in your product pricing for international markets.

### **Identifying and Selecting International Markets and Partners**

This section of the seminar will help you examine and evaluate international markets to make informed selections about appropriate export markets, will help you understand the important elements of international distribution agreements and provide experienced advice concerning the characteristics of effective international business partnerships.

### **Export Finance and Payment Options**

We will introduce you to export finance terms and other tools to help your company create its negotiating strategies. We will discuss SBA loans, the development of a credit policy and various payment options, along with providing advice on how to establish positive bank relationships. The focus will be on practical advice for working capital and risk assessment.

### **Export Shipping and Export Controls/Compliance**

Practitioners will provide information on how to select a Harmonized System (HS) Code for your products, completing the Shipper's Export Declaration through new federally-mandated AES electronic filing, guidance on preparing other export documentation, and a detailed overview of U.S. Government Export controls and related compliance issues.

## **SPONSORED BY:**



## **Export Strategies, Tools and Techniques Seminars**

**When:** February 20, 2009  
8:00 AM – 4:00 PM

**Where:** Eugene Chamber  
of Commerce  
1401 Willamette St.  
Eugene, Oregon 97401

**Registration:** 8:00 am – 8:30 am  
**Seminar:** 8:30 am – 4:00 pm

**Networking Reception:**  
4:30 pm – 6:00 pm

**Reception Location:**  
TBD

**Cost:**  
\$55 per person

**To register, Visit:**  
[www.buyusa.gov/oregon/events.html](http://www.buyusa.gov/oregon/events.html)

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