

October 5, 2012

AES Broadcast #2012067

# Go Global, Increase Your International Sales



Economic Statistics

## GO GLOBAL

*Increase Your International Sales*

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### Expand Your Global Market

#### *Did You Know...?*

Over 95% of consumers are outside of the U.S.

With so many foreign buyers available, now is the time to start exporting!

Created for small to medium-sized businesses, **Go Global** is designed to help businesses overcome the information barriers to exporting and remove the perception that exporting is reserved only for large enterprises. Through this seminar, U.S. businesses will discover resources and opportunities to delve deeper into the global market while remaining competitive in a constantly shifting landscape.

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#### *Who Should Attend?*

**Companies and individuals new to exporting or looking to expand their exporting efforts, including:**

- Manufacturers
- Suppliers
- Consultants

Developed by the **U.S. Census Bureau** and **Small Business Administration (SBA)** with the assistance of the **Association of Small Business Development Centers (ASBDC)**, this comprehensive seminar provides the roadmap for exporting success. **We can assist your company whether you are new to exporting or an experienced exporter looking to increase you International Markets.**

#### **Topics include:**

- Understanding the trade statistics and useful tools from the Foreign Trade Division of the U.S. Census Bureau
- Discovering new and existing markets for your product
- Correctly classifying your product
- Complying with the official Foreign Trade Regulations (FTR)
- Filing export transactions using the Automated Export System (AES)
- Learning how a Freight Forwarder benefits your exporting efforts
- Designing and developing an export business plan
- Utilizing state and local export promotion resources



- Obtaining financing through national export programs



**Seminar Date: Tuesday - October 16, 2012**

**CHICAGO AREA**

Address: College of DuPage  
SRC 2800  
425 Fawell Boulevard  
Glen Ellyn, IL 60137

Time: 8:00 AM – 11:45 AM

Cost: \$35.00 per person

**Seminar Date: Thursday - November 1, 2012**

**BALTIMORE WASHINGTON DC Area**

Address: Crofton Library  
1681 Riedel Road  
Crofton, MD 21114

Time: 8:00 AM – 11:45 AM

Cost: \$35.00 per person

**Click here to register [www.ExportEvents.com](http://www.ExportEvents.com)**

For more information about - Go Global--contact Shawn Shannon

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