



Export University



Exporting 101 - Introduction to Exporting

Date & Time: Tuesday, July 29, 2008, 8:30 AM – 4:00 PM

Location: Small Business Center, Jacksonville Regional Chamber of Commerce
5000-3 Norwood Avenue, Gateway Shopping Center
Jacksonville, FL 32208

8:30 – 9:00 AM Registration

9:00 – 9:15 AM

Welcome, Housekeeping

Ok Sun Burks, Small Business Center, Jacksonville Regional Chamber of Commerce

Agenda Overview

Alan Ridge, Chair, NE Chapter, Florida District Export Council

*John McCartney, Executive Director Florida District Export Council
and Florida Director, U.S. Commercial Service*

The importance of Planning to a successful export marketing strategy

9:15 – 10:30

I. Organizing for Export & Export Procedures

Jorge Arce, US Commercial Service, Jacksonville

Larry Bernaski, International Marketing Specialist, Enterprise Florida - Jacksonville

- Determining Organizational & Product Readiness for Export
 - Preparing Your Product for Export – Market Research & Assessing the Competition
 - Developing an Export Strategy & Marketing Plan - Assessing Market Characteristics
 - Promoting Products in Target Markets
 - Factoring Logistics into Strategic Planning
 - Market Penetration Considerations
 - Export Management & Trading Companies
 - U.S. Commercial Service Assistance for Exporters
 - Standards
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10:30 – 10:45 Break *Sponsored by FedEx*

10:45 – 11:45

II. Protecting Your Interest Abroad

Phil Buhler, Attorney - Mosley, Pritchard, Parrish, Knight & Jones

Goal: Understand the basic legal issues behind a successful export business.

- Contracts: Sales Contracts and Distribution /Agency Agreements
- Foreign Corrupt Practices Act (FCPA)
- Intellectual Property Rights

11:45 – 12:30 Lunch - *Sponsored by Regions Bank*

12: 30 – 1:30

III. Export Payment Methods & Financing Options: Making Sure You Get Paid

Graham Martin, Regions Bank

Goal: Explore the financial risks and how to mitigate them, tools for export financing

- Responding to international sales inquiries – pricing, quotation, terms
- International methods of payment
- Credit insurance to facilitate Open Account sales
- Financing export transactions

1:30 – 2:30

IV. Export Logistics/Transportation

Benjamin Brown, FedEx

Mayra Narvaez, First Coast Gateway

Goal: Understand the logistical aspects of international shipping

- Importance of a Logistics Partner
- Export Licensing: Do you need one to ship?
- The Contract of Carriage – Bills of Lading; Airway Bills
- Commodity Classification

- INCOTERMS
 - Export Documentation
 - Export Compliance with Target Market Regulations
 - Proper Labeling & Packing
 - Freight Insurance and shipping costs affecting sales quotations
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2:30 – 2:45 Break – Coffee and Cookies – *Sponsored by FedEx*

2:45 – 3:45

IV. Building an Overseas Infrastructure & Growing Your International Business

The following panel of exporters will discuss how to build infrastructure abroad to support your international market development

Alan Ridge, Coastal Construction Products

Sandy Charmicael, Nationwide Equipment

Randy Saffy, Putnam Lumber

Topics to be covered:

- Preparing for Your First Sale: Getting Your Team Organized for Selling Overseas
 - Working the Deal – Limiting Risk & Ensuring Payment
 - Identifying, Screening and Selecting Overseas Representation
 - Preparations for Travel
 - Establishing an After Sales Service Network
 - Managing & Motivating Overseas Channels of Distribution
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3:45-4:00 Presentation of Diplomas and adjourn
