



Greater New Orleans Region
3330 North Causeway Blvd., Suite 422
Metairie, LA 70002
Phone: 504-831-3730 Fax: 504-831-3735

News Release
For Immediate Release

Media Contact: Christine Rambo, LSBDC Marketing
phone: 318-342-5506, cell: 450-7910, crambo@lsbdc.org

LSBDC-Greater New Orleans Helps Businesses Go Global

(New Orleans-November 10, 2008)- U.S. exporting is one of the main economic engines in this country, and more companies are going global in search new business opportunities. But navigating international markets can be very tricky. That's why the Louisiana Small Business Development Center-Greater New Orleans Region (LSBDC-GNOR) is offering an intensive four-day, international trade boot camp. The four sessions will be held on November 10th, 12th, 17th, and 19th at the World Trade Center, Suite 2900, New Orleans from 12:30pm to 5pm. The cost of the entire program including books is \$160. Seating is limited, so call 504-202-6745 or 504-831-3730 to pre-register.

The program will be taught by LSBDC's Ruperto Chavarri, who is the only international trade consultant certified by NASBITE in the Louisiana. Attendees will learn the keys to importing/exporting success, customs procedures, international banking & financing, developing an export/import marketing plan and much more. Upon the successful completion of the four-part program, participants will receive a certificate from the LSBDC-GNOR's International Trade program. LSBDC also provides free, individual international trade consulting. The international trade boot camp is sponsored by LSBDC-Greater New Orleans Region, U.S. Customs, World Trade Center, Capital One, and U.S. Export Assistance Center.

Session Topics:

Monday, November 10, 12:30 p.m. -5:00 p.m.- **Import/Export Strategies and Market Research (Part 1)**

- The Export and Import Business
- Keys to Export and Import Success
- Local and Foreign Assistance
- International Market Research Programs

Wednesday, November 12, 12:30 p.m.-5 p.m.- **Pricing, Terms, Quotations, And Customs (Part 2)**

- Export and Import Licenses
- Preparing Products for Export and Import
- Pricing Strategies
- Terms of Sale and Quotations
- Customs Entry Procedures

Monday, November 17, 12:30 p.m.-5 p.m.- **International Banking, Financing, Transportation and Documentation (Part 3)**

- International Banking in Louisiana
- Methods of Payment and Export/Import Financing
- International Freight Forwarders and Customs Brokers
- Export and Import Documentation

Wednesday, November 19, 12:30 p.m.- 5 p.m.- **International Marketing Plans (Part 4)**

- Preparing Your Export Marketing Plan
- Preparing Your Import Marketing Plan
- The Cultural Environment of International Business



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Louisiana Economic Development, and participating universities

