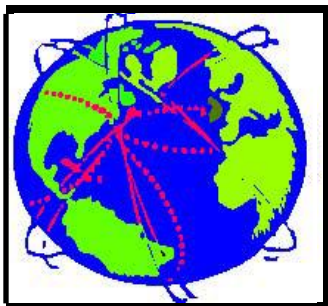




Greater New Orleans Region  
3330 North Causeway Blvd., Suite 422  
Metairie, LA 70002  
Phone: 504-831-3730 Fax: 504-831-3735

*This intensive, four-session training program is designed for individuals wishing to start their own export or import business, as well as for new employees with companies already engaged in international trade.*



## “Getting Started in Exporting & Importing”

A four-part series held at the Uno Jefferson Center,  
Ste 447 3330 N. Causeway Blvd., Metairie, LA 70003

Upon successful completion of the four-part seminar series, you will receive a **Certificate from the LSBDC-GNOR, International Trade Program.**

**Also includes free counseling in the areas of:**

- International Market Research
- International Banking and Finance
- Documentation and Transportation
- International Legal Matters

### Part 1

**Monday**

**May 3, 2010**

12:30 – 5:00 PM

### “Getting Started in Exporting & Importing”

- Introduction
- Keys to Export and Import Success
- Making Contacts: Local and Foreign Assistance
- Channels of Distribution, Drafting Contracts
- Selecting and Preparing Products for Export and Import

### Part 2

**Wednesday**

**May 5, 2010**

12:30 – 5:00 PM

### Pricing, Terms, Quotations, and Customs Entry Procedures

- Export and Import Pricing, INCOTERMS and Quotations
- Export and Import Licenses and Regulations
- Customs Entry Procedures

### Part 3

**Monday**

**May 10, 2010**

12:30 – 5:00 PM

### International Banking, Financing, Transportation, and Documentation

- International Banking & Financing
- Methods of Payment. Letters of Credit
- International Freight Forwarders and Customs Brokers
- International Transportation, Documentation & Logistics

### Part 4

**Wednesday**

**May 12, 2010**

12:30 – 5:00 PM

### International Marketing Plans

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

**Pre-registration and Pre-payment Encouraged – Limited Seating– Cost includes all sessions and books**

**For more information, call 504-831-3734 or 504-831-3730**



*LSBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Louisiana Economic Development, and participating universities. All SBA programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities and limited English proficiency (LEP) will be made if requested at least two weeks in advance.*



# “Getting Started in Exporting and Importing”

**Dates: May 3, 5, 10, & 12 2010**

Location: UNO Jefferson Center 3330 N. Causeway Blvd. Ste 447 Metairie, LA. 70003

**COST: \$160.00** for 4-Part Export/Import Seminar Series with Books Included  
**\$120** for WTC and Full-Time Students (with proof of enrollment)

**WTC Member: Yes** \_\_\_ **Full-Time Student: Yes:** \_\_\_

PLEASE PRINT CLEARLY:

Form of Payment: \_\_\_ Cash \_\_\_ Money Order \_\_\_ Check  
\_\_\_ Credit Card (Complete Card Info on next line)  
\_\_\_ VISA \_\_\_ Master Card Credit Card #: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_

Name as it Appears on the Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Area of Interest: \_\_\_ Export \_\_\_ Import

Countries of Interest: \_\_\_\_\_

Products/ Services: \_\_\_\_\_

## **Register Now - Limited Seating**

Pre-registration and payment encouraged to hold your seat in this program

Make Check or Money Order  
Payable To:

Loyola University

And Mail to:

LSBDC Greater New Orleans Region  
3330 N. Causeway Blvd. Ste 422  
Metairie, LA 70002

Attention: International Trade Program

**Or FAX this form with Credit Card Info to:**

LSBDC-GNOR at 504-831-3735

Or to pay with credit card over the phone  
Call 504-831-3730  
with Credit Card information ready



The SBDC will not discriminate against anyone based on color, sex, race religion, creed, or ethnic background. Special arrangements for handicapped individuals will be made with reasonable prior notification.

### **Co-Sponsors:**

City of New Orleans  
New Orleans Chamber of Commerce  
U.S. Customs & Border Protection  
U.S. Export Assistance Center  
World Trade Center

LSBDC-GNOR  
International Trade Program  
Information:  
Phone: 504-831-3734