



# INTERESTED IN EXPORTING LOUISIANA SEAFOOD, FISH, CRAWFISH, ALLIGATOR, VALUE-ADDED COMMODITIES OR ASSOCIATED PRODUCTS, SUPPLIES AND EQUIPMENT?

## Louisiana Export Training: A Focus on Louisiana Seafood and Associated Products

Learn the ropes of exporting: The export training program is a series of courses designed to help Louisiana companies begin an export initiative, gain increased skills, become innovative in international sales and to further develop their export potential. The courses are offered at an introductory level by experts in the field of international business.

### Why export?

Exporting can grow your bottom line and your business, smooth business cycle, defend your domestic market and increase competitiveness.

- **95%** of the world’s consumers are located outside the U.S.
- US exports anticipated to grow **10% per year** over the next decade
- **Small and medium** businesses increasingly successful in global markets
- Most US exporters sell to a **single country or region**
- Support resources, web-based marketing, increasing globalization, and trade agreements increase potential success in entering global markets

### Learn more about how to take advantage of export opportunities:

- Export economics and breaking even
- Identifying potential overseas markets
- Assessing business and product readiness
- Promoting products in target markets
- Export logistics
- Legal considerations / regulatory requirements

### Where and when (all sessions 8:00 a.m. to 3:00 p.m. – light lunch provided)

Tuesday, July 23 (Lake Charles)

Wednesday, July 24 (Abbeville)

Thursday, July 25 (Thibodaux)

Tuesday, July 30 (Belle Chasse)

Wednesday, July 31 (Chalmette)

*For more information or to qualify businesses to attend the free export training course, contact Marisol Canedo, Program Director, at (504) 722-7894. Please submit completed registration form via email to [mcanedo50@gmail.com](mailto:mcanedo50@gmail.com). Advance registration is required.*



Organized by:

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*In cooperation with Southwest Louisiana Economic Development Alliance, New Orleans U.S. Export Assistance Center, Le Centre International, South Louisiana Economic Council, Acadiana Economic Development Council, Louisiana Agricultural Center, Louisiana Seafood Promotion and Marketing Board, Louisiana Sea Grant, Louisiana Small Business Development Center and the Southern U.S. Trade Association. The program is funded by the Louisiana Office of Community Development/Disaster Recovery Unit.*