

## 2013 Louisiana Export Training Program

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 and intermediate level by experts in the field of international business.

### Topics of the training program may include:

#### Export 101 - Introductory course:

- Organizing for Export & Export Procedures
- Export Regulations Overview
- Considerations for Managing International Sales Order
- International Logistics
- Growing Your International Business
- Assessing Risk & Opportunity
- Building an Overseas Infrastructure
- Other pertinent topics for new to export companies
- Methods of Payments

#### Export 201 - Intermediate course:

- Promoting Products in Target Markets
- Market Penetration Considerations – Finding, Selecting and Developing Foreign Representatives, Types of Agreements, Branding, Pricing, Shipping, Website Integration
- Free Trade Agreements; Tariff and Non-Tariff Barriers
- U.S. and International Agencies Supporting Trade – Who They Are & What They Do
- Market Research & Identifying Trade Contacts
- Establishing an Overseas Presence
- Export Documentation and Effective Management of Export Transactions - The Pro Forma Invoice; Terms of Sale; Discrepancies in Letters of Credit; Export Credit Insurance; Introduction to Export Compliance
- Customer Service and Quality Assurance
- Other pertinent topics for new to export companies and exporting basic
- Effective Compliance with the U.S. Export Administration Regulations

**When and Where:** All sessions begin at 9:00 am (8:30 am registration). Light lunch provided.

**December 3 - Export 201** Nicholls State University, Bollinger Student Union - Lafitte Room  
104 Ellendale Drive, Thibodaux, LA 70301

**December 4 - Export 201** Lafayette Economic Development Authority  
211 E. Devalcourt St, Lafayette, LA 70506

**December 5 - Export 101** Louisiana Association of Business and Industry  
3113 Valley Creek Drive, Baton Rouge, LA 70898-0258

**Who Should Attend:** This training is ideal for new to export business managers, marketing and sales staff who need export training, experienced exporters who want a refresher, or anyone involved in the export process.

*To register for the free courses, please complete the attached registration form and email to [mcanedo50@gmail.com](mailto:mcanedo50@gmail.com). For more information contact Marisol Canedo at (504) 722-7894.*



Organized by:

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