

2014 Louisiana Export Training Program

Interested in Learning 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 several levels by experts in the field of international business.

Topics of the training program may include:

Export 201

- 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 301

- Product Adaptation to Individual Markets - Standards; Engineering and Redesign; Packaging & Labeling; Warranties and After-Sales Service
- Patents, Trademarks, and Intellectual Property Protection
- U.S. & Host Country Tax Issues
- International Bid and Performance Bonds
- Creative Financing
- Joint Ventures & Licensing
- Establishing an Overseas Presence
- Effective Compliance with the U.S. Export Administration Regulations
- International Legal Considerations - Contracts; Disputes; and Pitfalls
- Innovation and Leadership in Growing International Business
- International Standards - CE Mark, ISO, CCC Mark, etc.
- Other pertinent topics for new to export companies and exporting basics

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.

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

February 11 - Export 201 Louisiana Association of Business and Industry, 3113 Valley Creek Drive, Baton Rouge, LA 70898-0258

February 12 - Export 301 Louisiana Association of Business and Industry, 3113 Valley Creek Drive, Baton Rouge, LA 70898-0258

February 26 - Export 201 Nicholls State University, Century Club Room (underneath stadium stands), 331 Madewood Drive Thibodaux, Louisiana 70301

February 27 - Export 301 Nicholls State University, Century Club Room (underneath stadium stands), 331 Madewood Drive Thibodaux, Louisiana 70301

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



Organized by:

Leake and Andersson, LLP

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In cooperation with Southwest Louisiana Economic Development Alliance, New Orleans U.S. Export Assistance Center, Louisiana Association of Business and Industry, Louisiana Small Business Development Center, Nicholls State University and South Louisiana Economic Council.

The program is funded by the Louisiana Office of Community Development/Disaster Recovery Unit.