



Expand into International Markets: Export Seminar for Food & Agriculture Companies

Join us for a free half day seminar to learn the basics of exporting food and agriculture products. Hear from a network of speakers on how to export and more about SUSTA's 50% reimbursement of your international marketing.

Lafayette, LA | February 5th, 2015 | 12:30 – 4:30

Advance registration is required.

[CLICK HERE TO REGISTER](#)

Learn About:

- USDA Programs to Cut Your International Marketing Budget in Half
- Export Readiness
- How to Connect with Foreign Distributors
- Foreign Market Research & Assistance
- How to Finance and Protect Your International Transactions
- Shipping Across International Borders

**Special Presentation: Local Export Success Story
Ben Elder, CEO, West Sanitation**

When and Where: [Lafayette Economic Development Authority \(LEDA\)](#)

211 E. Devalcourt Street | Lafayette, LA

Thursday, February 5th | 12:30 – 4:30 (light refreshments will be provided)

ALREADY EXPORT SAVVY BUT HAVE QUESTIONS ABOUT MAP ACTIVITIES? SUSTA will be available to consult one-on-one with companies about SUSTA's Brand and International Marketing Program. Call or email to schedule an appointment.

**Questions? Contact:
Kristin Core, SUSTA
504-568-8986**

Email: Kristin@susta.org

Organized by:
the [Southern U.S. Trade Association](#) & [Louisiana Small Business Development Center](#)
In cooperation with the [U.S Export Assistance Center](#), [Regions Bank](#), [JW Allen & Co](#), and [West Sanitation](#)



Expand into International Markets: Export Seminar for Food & Agriculture Companies Seminar

Thursday, February 5th 2015 | Lafayette, LA

Seminar Agenda

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| 12:45-1:00 | Networking and Registration |
| 1:00-1:15 | Welcome & Introductions
Heidi Melancon, Director, Lafayette Small Business Development Center |
| 1:15-1:30 | U.S. Agriculture Export Overview
Danielle Viguerie, Marketing Director, Southern U.S. Trade Association (SUSTA) |
| 1:15-1:45 | Export 101:
Delilah DeSouza, International Trade Specialist, U.S. Export Assistance Center |
| 1:45- 2:30 | Access to USDA Marketing Funds and Programs: Southern U.S. Trade Association
Kristin Core, Outreach Coordinator, Southern U.S. Trade Association |
| 2:30-2:45 | BREAK |
| 2:45-3:00 | Food Consulting: Louisiana Small Business Development Center
Dianne Sclafani, Business Consultant-Food & Restaurant Specialist, Louisiana Small Business Development Center (LSDBC) |
| 3:00-3:30 | How to Finance and Protect Your International Transactions
Glenn Sigler, Global Trade Finance, Regions Bank |
| 3:30-4:00 | Shipping Your Products across International Borders
Kristi App, Vice President- Business Development & Customer Services, JW Allen & Co. Inc. |
| 4:00-4:30 | Export Success Story
Ben Elder, CEO, West Sanitation |