

B I M A

Beauty Industry Market Access

Center for International Trade Development (CITD) Long Beach

Ready to Take Your Beauty Brand Global?

Beauty Industry Market Access Program (BIMA)

with the Center for International Trade Development, Long Beach (CITD)

Join our 10 week intensive international trade and business education program taught by leading health and beauty industry experts. BIMA participants will focus on key program principles distinct to conducting business overseas, will receive bi-monthly objectives for assessing their business, and ultimately produce an export growth plan exclusive to their business. Participants will also have access to upcoming trade missions to the world's largest emerging market beauty tradeshows - effective venues for executing learned principles and business plans.

BIMA Principles and Include:

- Global Brand Building
- Global Sales Structure and Promotion Strategies
- Operational Efficiency
- Pricing and Distribution Strategies
- Financing and Payment Insurance
- Leveraging Emerging Market Opportunities
- Export Compliance
- International Shipping Methods
- International Trade Show Pre and Post Show Planning and more!

Participants will:

- Develop an export plan
- Access one-on-one counseling
- Learn from keynote speakers
- Have access to capital
- Have access to upcoming trade missions

Session Dates:

Sessions start at 9:00 am and end at 5:00 pm.

- Thursday, September 5th
- Thursday, September 19th
- Thursday, October 3rd
- Thursday, October 17th
- Wednesday, October 30th

Participation Fees:

\$1,299 per company • \$400 per additional employee

Limited to 20 Participating Business

Application deadline: Aug. 27th

Apply Today!

[click here](#)

or contact us by phone: (562) 938-5018 or by email: citd@lbcc.edu

