

Grow Your Business Through Exports



Excellence in Export Education.

2014 Export Workshop Series



Ten International Trade Workshops will be presented from March 6, 2014 through July 24, 2014 plus two supplemental MCLE classes.

Session 1 - International Business Culture

Thursday, March 6, 2014 - 1:30 PM - 5:00 PM

Session 2 - Is Exporting for Me?

Thursday, March 20, 2014 - 1:30 PM - 5:00 PM

Session 3 - Internet Export Marketing

Thursday, April 03, 2014 - 1:30 PM - 5:00 PM

Session 4 - Finding & Entering New Markets

Thursday, April 17, 2014 - 1:30 PM - 5:00 PM

Session 5 - Export Sales Techniques / Port & Airport Services

Thursday, May 08, 2014 - 1:30 PM - 5:00 PM

MCLE: International Trade Research & Resources

Wednesday, May 21, 2014 - 12:15 p.m. - 2:15 p.m.

Earn 2 hours general MCLE credit.

Session 6 - Incoterms

Thursday, May 22, 2014 - 1:30 PM - 5:00 PM

Session 7 - Export Trade Finance & Insurance

Thursday, June 05, 2014 - 1:30 PM - 5:00 PM

MCLE: International Sales Contracts, Commercial Invoices and Other Documents

Wednesday, June 18, 2014 - 12:15 p.m. - 2:15 p.m.

Earn 2 hours general MCLE credit.

Session 8 - Legal Do's & Don'ts

Thursday, June 19, 2014 - 1:30 PM - 5:00 PM

Session 9 - Freight & Logistics: Delivering Export Goods

Thursday, July 10, 2014 - 1:30 PM - 5:00 PM

Session 10 - Export Plan & Panel

Thursday, July 24, 2014 - 1:30 PM - 5:00 PM

Register:

www.lalawlibrary.org/CLASSES

Contact:

Jean Coronel at jcoronel@portla.org

Workshop Fee:

Training is \$20 (Including parking), MCLE Classes: \$35.00. All non-MCLE sessions are approved for 3 CES Credits. CES Credits are administrated through NCBFAA Educational Institute (NEI).

Additional class information on reverse side.



Workshop Location:

LA Law Library
301 W. 1st Street,
Los Angeles, CA 90012
@Civic Center Stop on Red & Purple Line

LALAWLIBRARY



Summary of Topics

Session 1 - International Business Culture

- Understand the Culture of Your Target Markets
- Business and Social Protocol
- Communication Protocol

Session 2 - Is Exporting for Me?

- The Export Process — An Overview
- Potential Benefits, Costs and Risks
- Exporting vs. Domestic Sales
- Finding Overseas Buyers
- Trade Contact Sources
- Trade Shows and Trade Missions

Session 3 - Internet Export Marketing

- Establish Effective Branding Online
- Develop High Impact Internet Advertising Strategies
- Identify Key Internet Research Sites
- Website Automation for Overseas Markets

Session 4 - Finding & Entering New Export Markets / International Matchmaking

- Prioritizing and Developing Export Markets
- Determining Market Entry Strategies
- Export Plan

Session 5 - Export Sales Techniques / Port & Airport Security

- Export Sales Contracts
- Export Pricing
- Distributor contracts
- Negotiating Export Terms of Sales
- Reducing Export Risk with Incoterms

MCLE: International Trade Research & Resources

- Overview of the Array of International Trade Laws
- Strategies for Researching Key Issues
- Utilizing Commentaries as Access Points to the Law
- Participation in a Hands-on Research Exercise

Session 6 - Incoterms

- Accepted Definitions
- Rules of Interpretation for Most Common Commercial Terms

Session 7 - Export Trade Finance & Insurance - Getting Paid

- Balancing Risk Between Seller and Buyer
- Selecting International Payment Methods
- Using Insurance to Protect Against Default
- Financing Your Export Growth with Extended Credit
- Protecting Against Foreign Exchange Risk

MCLE: International Sales Contracts, Commercial Invoices and Other Documents

- Avoiding Legal Pitfalls
- Strategies on Structuring Your Transaction
- Documents and Information You Need in International Trade
- International Treaties and Conventions You Should Know
- Strategies on Making Your Contracts Enforceable

Session 8 - Legal Do's and Don'ts for Exporters

- Export Regulations (Trade Compliance)
- Role of Free Trade Agreements (FTAs) and Rules of Origin
- International Sales and Distributors Contracts
- Intellectual Property Protection (IPP)

Session 9 - Freight & Logistics: Delivering Export Goods

- Role of the Freight Forwarder
- Negotiating Freight Rates
- Air and Sea Cargo
- Cost / Benefit Analysis
- Export Packing & Labeling
- Customs Clearance Overseas

Session 10 - Export Plan & Panel Discussion

Attendees will have the opportunity to discuss their business export plan with a panel during this final session. The panelist will be the U.S. Department of Commerce and other appropriate government entities.

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