LA Area Chamber of Commerce – 350 S. Bixel St., Los Angeles, CA 90017

SUMMARY OF TOPICS:

Session 1 - Is Exporting for Me? – July 27
Getting Ready
Benefits and Risks
Exporting v.s. Domestic Sales
Assessing Readiness
Developing an Export Plan:
5 Stages of Development

Session 2 - Finding & Entering New Markets - August 10
Identifying Best Export Markets
Country Specific Market Entry Plans
DOC Matchmaking Services
Trade Shows and Trade Missions
International Business Cultures

Session 3 Internet Export Marketing - August 24
Establishing Effective Branding
Internet Advertising Strategies
Key Internet Research Sites
Website Localization for Overseas Markets

Session 4 – Export Trade Finance & Insurance – Sept. 7
Getting Paid
Balancing the Risk of Buyer & Seller
International Payment Methods
Insurance to Ensure Payment
Finance Growth with Extended Credit
Reducing Foreign Exchange Risk

Session 5 – Legal Do’s and Don’ts for Exporters – Sept. 21
Export Regulations (Trade Compliance)
Resolving Commercial Disputes
Intl. Sales (ICC) & Distributor Contracts
Intellectual Property Protection (IPP)

Session 6 – Logistics & Shipping Documents - Oct. 5
Role of the Freight Forwarder
Negotiating Freight Rates
Air & Sea Cargo: Cost/Benefit Analysis
Export Logistics & Documentation
Customs Clearance Overseas

Session 7 – Incoterms – October 19
Rules of Interpretation for
Common Commercial Terms
Mitigating Risk through INCOTERMS

Session 8 – Market Entry Strategy & Planning – Nov. 2
Target Market Entry Plan:
Distribution, Promotion, Pricing & Localization

Session 9 – Identifying/Managing Distributors – Nov. 9
Qualifying the Prospects
International Sales Contracts (ICC)
Agent/Distributor Contracts
Negotiating Export Terms of Sale
Export Pricing

Session 10 – Internet Resources for Exporters – Nov. 30
Market Research Tools to Identify Best Markets
Export Guides & Tutorials
Commodity Coding Systems

Session 11 – Export Plan & Panel Discussion - Dec. 14
Attendees will present & discuss their business export plan with a panel of experts.
Panelists will include U.S. Department of Commerce and trade specialists.

To register please contact:
Helen Mendoza at hmendoza@portla.org
Norman Arikawa at narikawa@portla.org