U.S. Commercial Service

Export University 201

Asheville-Buncombe Technical Community
Enka Site, Haynes Conference Center, Room 127
1465 Sand Hill Road
Candler NC 28715
http://abtech.edu/enka/directions.htm

January 27 9:00 am to 4:30 pm
January 28, 2011 9:00 a.m. to 4 p.m.

This class is Free, but REGISTRATION is required

Lunch on Thursday is provided by SunTrust Bank and Trust

An electronic copy of *The Basic Guide to Exporting will be furnished.*

A two day workshop on export sales, finance, and logistics solutions. Learn how to compete globally!
Day 1 (Jan 27) will be a day of training on the how- to of exporting
Day 2 (Jan 28) will be a day to hear from experts on how to deal with specific markets.

Eric Wolff, has spent 6 years as a U. S. Commercial officer, in China, helping U. S. Business recognizing and overcoming the challenges of the China market

Dana M. Hicks, Honorary Canadian Consul, Canada is the *number one* trading partner of the state of N.C. Mr. Hicks will explain how to enter this market. In addition, Mr. Hicks is an experienced export consultant and will share his prospective on best practices to enter foreign markets.

In this economy you cannot leave any stone unturned. Act now to learn the export basics or brush up on key export topics.

At this event, you will:

- Learn the basics of the letter of credit and other international methods of payment.
- Learn about Pricing Strategies and how to offer financing to your foreign buyers to increase sales
- Learn about the role of the freight forwarder.
- Learn how export credit insurance can be used to decrease risk, reduce transaction cost and increase sales.
- Hear from experts from the U.S. Department of Commerce, U. S. Small Business Administration.

Who Should Attend?

- Companies that are currently exporting but need guidance to further expand overseas markets and sales.
- Companies that are new to exporting and need the tools to begin and avoid costly mistakes.

How to register: Email Dan.Holt@trade.gov, or Ree.Russell@trade.gov or JSparks@abtech.edu
Call Dan Holt at 704-333-4886 ext 226 or Jill Sparks at 828-254-1921 ext 5849. Please tell us, by phone or email, the attendees' name, name of the company, and how many persons will attend.

Brought to you by:

North Carolina District Export Council

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