



The Mississippi District Export Council, in cooperation with The U.S. Commercial Service, FedEx, Mississippi E-Center at Jackson State University, and other partners, presents

EXPORT UNIVERSITY
Export 101 - Introduction to Exporting
Thursday, May 14, 2009
8:00 A.M. Registration
8:30 A.M. - 4:30 P.M. Export University
(Lunch Included)
Mississippi E Center at Jackson State University
1230 Raymond Road, Jackson, MS 39204

Cost: \$45

Please register by May 8, 2009. Space is limited to the first 100 participants.

Who Should Attend: This seminar is ideal for marketing and sales management and staff; import/export operations personnel, purchasing, logistics, and anyone with a responsibility for import/export functions.

Export University is a training program of the Mississippi District Export Council, an affiliate of the U.S. Department of Commerce. This series of courses on exporting is designed to help Mississippi companies begin an export initiative, and to gain increasing skills and innovativeness in their international sales. Export University will be offered again on August 5, 2009, at the University of Southern Mississippi Gulf Coast Campus and November 4, 2009, Franklin Furniture Institute, Mississippi State University. For information on Introductory (100 Series), Intermediate (200 Series), and Advanced (300 Series) courses, please visit http://www.us-dec.com/html/export_university.html.

About the Presenters: The Export University Presenters are international trade practitioners who are members of the Mississippi District Export Council, a group of private-sector individuals appointed by the Secretary of Commerce to provide mentoring on exporting. They will present the course material drawing from their extensive experience in international trade.

Questions: You may contact Carol Moore, Mississippi U.S. Export Assistance Center at (601-965-4130); or carol.moore@mail.doc.gov Lisa Walton, FedEx at (601- 454-2336) or llwalton@fedex.com or Jim Finley, the Growth Coach at (601-965-0363) or j.finley@thegrowthcoach.com

Please join us to learn about important topics for beginning exporters!! Agenda includes:

- The Basics of Exporting
- Products and Services of the U.S. Commercial Service, Mississippi Development Authority and the Mississippi World Trade Center
- Considerations for Managing International Sales Orders
- Building International Sales—Assessing Risk and Opportunity
- Building an Overseas Infrastructure and Growing Your International Business
- U.S. Export Regulations Overview
- International Logistics



EXPORTING 101 – INTRODUCTION TO EXPORTING AGENDA

Thursday, May 14, 2009, 8:00 AM – 4:30 pm

Mississippi E-Center at Jackson State University

1230 Redmond Road, Jackson, MS.

8:00 AM – 8:30 AM: Registration & Continental Breakfast

(We would like to thank FedEx for sponsoring our breakfast and lunch)

8:30 AM – 8:45 AM

Welcome

Dr. William McHenry, Executive Director

Mississippi E-Center at Jackson State University

Agenda Overview, Housekeeping, Q&A Procedures

Craig Harvey, DEC Chair, Mississippi District Export Council

Carol Moore, U.S. Commercial Service, Jackson

8:45 AM – 10:15 AM

I. The Basics of Exporting

II. Products & Services of U.S. Commercial Service, Mississippi Development Authority and the Mississippi World Trade Center

Carol Moore, U.S. Commercial Service, Jackson

Liz Cleveland, Manager, Global Trade Division, Mississippi Development Authority

Barbara Travis, Executive Director, Mississippi World Trade Center

- Assessing Your Organizational & Product Readiness for Export
- Market Research & Assessing the Competition
- Developing an Export Strategy & Marketing Plan - Assessing Market Characteristics
- Factoring Logistics into Strategic Planning
- Promoting Products in Target Markets
- Complying with U.S. and Foreign Regulations
- Export Management & Trading Companies
- Federal, State and Local Assistance for Exporters

10:15 AM-10:30 AM: Break

10:30 AM – 11:45 AM

III. Considerations for Managing International Sales Orders

Glenn Siegler, Vice President, Global Trade Finance, Regions Bank

- Responding to International Sales Inquiries – Pricing, Quotation, & Terms
- Determining Shipping Costs in Preparing Quotations
- Mechanisms for Getting Paid
- Credit Insurance to Facilitate Open Account Sales
- Financing Export Transactions

11:45 AM – 12:30 PM

IV. Building International Sales – Assessing Risk & Opportunity

Craig Harvey, Chief Operating Officer, NVision Solutions

- Why Export
- Taking Advantage of Free Trade Agreements
- Assessing & Managing Country Risk: Regional Opportunities and Challenges

12:30 PM– 1:15 PM - Lunch

1:15 PM– 2:00 PM

V. Building an Overseas Infrastructure & Growing Your International Business

Mr. Alonzo Andara, Triton Systems, Gulf Port, MS, <http://www2.tritonatms.com>

- Preparing for Your First Sale: Getting Your Team Organized for Selling Overseas
- Working the Deal – Limiting Risk & Ensuring Payment
- Complying with U.S. & Overseas Trade Regulations
- Determining Viable Market
- Identifying, Screening, and Selecting Overseas Representation
- Preparations for Travel
- Establishing an After Sales Service Network
- Managing & Motivating Overseas Channels of Distribution

2:00 PM – 3:15 PM

VI. U.S. Export Regulations Overview

Dina Molaison, US Commercial Service, Atlanta

Robert Stackpole, US Commercial Service, Birmingham

- Regulatory Agencies
- Bureau of Industry and Security Regulations
- License Processing and Procedures
- USML/ITAR Licensing Process
- Treasury Licensing Process
- Deemed Exports
- Controlled End Uses
- Anti-Boycott Compliance

3:15 PM – 3:30 PM: Break

3:30 PM – 4:15 PM

VII. International Logistics

Fred McMullen, FedEx

- Importance of a Logistics Partner
- The Contract of Carriage – Bills of Lading; Airway Bills
- Commodity Classification
- Export Documentation
- INCOTERMS
- Export Compliance with Target Market Regulations
- Proper Labeling & Packing
- Freight Insurance

4:15 PM

Open Forum

4:30 PM

Presentation of Certificates and Adjourn

Thank You to all our supporters:
Jackson State University, FedEx, Mississippi Development Authority
Mississippi World Trade Center
and the Mississippi Manufacturing Association
From

Craig Harvey, Chair – Mississippi District Export Council
Carol Moore, Director, Mississippi Export Assistance Center, U.S. Department of Commerce



