

Getting Started in **Exporting** Workshop

Presented by Dennis Lynch

and hosted by the Michigan Department of Agriculture, Food Export Association of the Midwest USA, and Food Export USA – Northeast

LEARNING THE NUTS AND BOLTS



Determine your firm's level of "export readiness" and what you need to do to go to the next step.



Build a network of public and private export assistance and make profitable use of export promotional activities.



Research and target your top markets for export and create an effective export marketing strategy.



Understand terms-of-sale and payment, and prepare competitive quotes to trade leads.



Select the best method of distribution for your products, understand basic export documentation and procedures, and develop an overall export policy that best suits your company.



Integrate all the elements of the export transaction in a step-by-step method.

Participants can continue their export education using Export Essentials Online, a web-based education center that helps users learn the complex steps of exporting and how to integrate all the elements of an export transaction at their own pace.

M O R E I N F O R M A T I O N

To find out more, fax this form to 312.334.9230. Registration ends on January 30, 2007 and costs \$50.00. Lunch and AM/PM breaks will be provided.

Name(s) of attendee(s)

Company name

Street address

City/State/Zip

Phone/Fax/Email

Food products description

Date: February 12, 2007

Time: 8:30 am - 4:30 pm

Location: World Trade Center,
16630 Southfield Road, Allen Park, MI 48101

The cost for this seminar is \$50.00 All pre-registered attendees will receive:

- ▶ A top 25 export market report for their products.
- ▶ Automatic enrollment in Trade Lead Connection, which gives you leads on interested, international buyers.
- ▶ Valuable handouts written by Dennis Lynch.
- ▶ *Global Food Marketer*, Food Export – Midwest's and Food Export – Northeast's newsletter.

THE PRESENTER



Dennis Lynch, Food Export – Midwest's and Food Export – Northeast's Food Export Helpline™ Counselor, will present the basics on a wide range of exporting issues. He's counseled hundreds of

food companies on export related topics. This is an excellent opportunity to learn from him in person!

About Food Export Association of the Midwest USA and Food Export USA – Northeast

Food Export – Midwest and Food Export – Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



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