



EXPORT Process

An Introduction to Exporting

WEDNESDAY, FEBRUARY 15, 2006 ♦ DULUTH

You've heard about the sales opportunities that wait in foreign markets. And you've decided it's high time to explore bringing your products or services to the world. Good thinking. But before you take your company down the road to exporting, it's best to have a sense of direction and a reliable roadmap.



EXPORT Process

The Minnesota Trade Office, in association with the Duluth Area Chamber of Commerce, presents the ***Export Process: An Introduction to Exporting*** seminar provides precisely the tools you'll need to help you make sound decisions and chart your course to export success.

Export Process introduces the basics of exporting, providing a broad overview that touches on fundamental topics ranging from assessing your company's export readiness to finding the right market for your product or service to arranging shipping and receiving payment.

Export Process is ideal for individuals and companies who have:

- ◆ Thought of exporting but don't know where to begin.
- ◆ Received inquiries from potential foreign buyers or distributors.
- ◆ Already begun exporting but feel there are parts of the process you should know more about.

The seminar is an excellent primer for those assuming new responsibilities for international activities within their firms, as well as economic development professionals and small business advisers who want a better understanding of export trade and the global economy.

Don't miss this opportunity to learn the export basics you'll need to be successful selling goods and services in the global marketplace. ♦

Date/Time: Wednesday, February 15, 2006, 9 a.m. to noon. Registration begins at 8:30 a.m.

Location: Duluth Area Chamber of Commerce, 5 West First Street, Suite 101, Duluth, MN

Cost: \$30 if pre-registered, \$40 at the door, includes materials and light breakfast. Pre-registration is highly recommended; space is limited.

For more information, contact Matthew Abbott at 651-297-4282; 800-657-3858; or by e-mail at matthew.abbott@state.mn.us

To register by mail, email, telephone or fax, see back panel options.

Agenda

8:30 a.m. Registration and Light Breakfast

9:00 a.m. Welcome and Introductions

The Global Marketplace

*What We Export and
Where It's Sold*

Making the Export Decision

*Advantages and Disadvantages
of Exporting*

*Do's and Don'ts for New
Exporters*

Assessing Your Export Readiness

Company Evaluation

Export Market Plans

Market Prospecting

Market Entry Methods

10:15 a.m. Break

10:30 a.m. Making It Happen

Cultural Considerations

Product Modification

Freight Forwarding

Getting Paid

Where to Get Help

*State, Federal and Local
Trade Resources*

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ABOUT THE

Minnesota Trade Office

The Minnesota Trade Office (MTO) is the state office that helps companies increase export sales. A division of the Department of Employment and Economic Development, the MTO is the state's official export promotion arm. Detailed information about our services is available online at:

www.exportminnesota.com



Cooperating Organization

Duluth Area Chamber of Commerce



Registration



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Complete one form for each registrant. Photocopies are acceptable.

Name

Title

Company

Address

City/State/Zip

Company's Product or Service

Phone

Fax

Email Address

Website

Advanced registration is highly recommended.

Fee: \$30, if pre-registered

\$40, at the door

Make check payable to the Minnesota Trade Office. *Sorry, we cannot process credit cards.*

Amount Enclosed \$ _____

Mail registrations to: Department of Employment and Economic Development, MTO-Education, 1st National Bank Building, 332 Minnesota Street, Suite E200, St. Paul, MN 55101-1351.

Email registrations to: mto.edu@state.mn.us

Telephone registrations to: Gloria Henck at 651-297-3920 or 800-657-3858.

Fax registrations to: 651-297-4265

Cancellation notice: Programs that do not meet minimum registration requirements may be cancelled. Those who are pre-registered will be contacted at least 24 hours in advance.