



Export Workshop:

Setting up New and Sustainable Foreign Revenue!

9:30-11:30am
Thursday, September 7th, 2017

Michigan Works! Service Center
2950 College Ave.
Escanaba, MI 49829

Event Registration:
anne.helbig@networksnorthwest.org or
231.929.5046

Growing revenue through foreign buyers is attainable, but **EVEN BETTER NEWS...** developing a strategy is manageable and can be done with confidence.

Ignite the brainstorming process and gain some insights on how to make export opportunities turn into real, sustainable sales.

IS YOUR COMPANY READY?

Presenter
Laura Deierlein



NASBITE Certified
Global Business
Professional (CGBP)
and
President of
SPROUTwide LLC

Receive a workbook planning guide

provided to each participant for developing a customized export strategic plan.

Presentation topics include:

- Planning goals & expectations
- Identifying the hurdles
- Selecting the right countries
- Finding customers and sales agents
- Leveraging on-line presence
- Vetting international trade shows
- Making the most of country visits
- Trade financing and negotiating
- Export grant eligibility

WHO SHOULD COME?

Any company representative responsible for ensuring 'export readiness'. This includes existing exporters who are strategically approaching additional foreign market considerations. Also, managers looking at how to integrate in-house staff in the exporting process.

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