

Export Bootcamp Sessions Schedule

- *Getting Ready to Export* – Sept. 18, 2-3pm EDT
- *Export Marketing* – Oct. 16, 2-3pm EDT
- *Global Sales and Distribution* – Nov. 20, 2-3pm EDT
- *Trade Financing* – Dec. 18, 2-3pm EDT
- *Export Logistics* – Jan. 15, 2-3pm EDT
- *Legal Considerations* – Feb. 19, 2-3pm EDT
- *International Regulatory Certifications* – March 19, 2-3pm EDT
- *Graduation (in-person & virtual)* – April 16, 2-3pm EDT

Export Bootcamp Sessions Agenda

- **Getting Started – Sept. 18, 2-3pm EDT**
 - U.S. Commercial Service, Global NY, SBDC
 - Developing an Export Plan
 - Targeting Markets
 - Data resources
- **Global Marketing – Oct. 16, 2-3pm EDT**
 - Trade Shows
 - E-Commerce Entry Strategies
 - Social Media marketing
 - Search Engine marketing/optimization
 - Database marketing
 - Co-op marketing programs
- **Global Sales and Distribution – Nov. 20, 2-3pm EDT**
 - Distribution Strategies
 - Staffing options
 - Staffing up internally
 - Representation (export management companies, independent reps)
 - Export Programs
 - Pricing/Incoterms
 - Payment Terms
 - Warranty
 - Marketing support
- **Trade Finance/Export Credit – Dec. 18, 2-3pm**
 - Financing
 - L/Cs, sight drafts, date drafts, open account

- Export credit insurance – private and EXIM backed
 - Foreign currency considerations
- **Export Logistics –Jan. 15, 2-3pm EDT**
 - Freight forwarding
 - Export Documentation
 - Warehousing, 3PLS
 - Incoterms
- **Legal Considerations – Feb. 19, 2-3pm EDT**
 - Distribution agreements
 - Trademarks and intellectual property rights
 - Export Compliance
- **International Regulatory Certifications – March 19, 2-3pm EDT**
 - CE - Europe
 - Reach - Europe
 - SASO – Saudi Arabia
 - NOM – Mexico
 - CCC – China
 - ISO – International Organization for Standardization
 - Others
- **Graduation (in-person & virtual) – April 16, 2-3pm EDT, Global NY Board Room**