



Getting Started in Importing & Exporting

This intensive, four-session training program is designed for individuals wishing to start their own export or import business, as well as for new employees with companies already engaged in international trade.

In addition to the seminar, your registration fee includes one free consultation on the following areas:

- International Market Research
- International Banking and Finance
- International Logistics
- International Legal Matters

Presented by Ruperto Chavarri, Certified Global Business Consultant

Seminar Schedule

All sessions will take place from 12:30 – 5:00 p.m.

<p><u>Part 1</u></p> <p>Monday January 24</p>	<p><u>“Starting Your Export and Import Business”</u></p> <ul style="list-style-type: none"> • Introduction • Keys to Export and Import Success • Resources • Selecting and Preparing Products for Export and Import • Channels of Distribution, Agreements & Contracts
<p><u>Part 2</u></p> <p>Wednesday January 26</p>	<p><u>Pricing, Terms, Quotations, and Customs Entry Procedures</u></p> <ul style="list-style-type: none"> • Export and Import Pricing, INCOTERMS and Quotations • Export and Import Licenses and Regulations • Customs Entry Procedures
<p><u>Part 3</u></p> <p>Monday January 31</p>	<p><u>International Banking, Financing, Transportation, and Documentation</u></p> <ul style="list-style-type: none"> • International Banking & Financing • Methods of Payment. Letters of Credit • International Freight Forwarders and Customs Brokers • International Transportation, Documentation & Logistics
<p><u>Part 4</u></p> <p>Wednesday February 2</p>	<p><u>International Marketing Plans</u></p> <ul style="list-style-type: none"> • International Market Research • Preparing Your Export Marketing Plan • Preparing Your Import Marketing Plan • The Cultural Environment of International Business

Pre-registration & pre-payment required – Limited seating– Cost includes all sessions and materials

For more information, call 504-529-1601, ext. 234

“Getting Started in Exporting and Importing”

DATES: January 24, 26, 31, & February 2

LOCATION: World Trade Center of New Orleans, Suite 2900, 2 Canal Street, New Orleans LA 70130

PARKING: Validated, WTCNO Garage

COST: \$190 for 4-Part Export/Import Seminar Series with printed materials included

\$150 for WTCNO members and Full-Time Students (with proof of enrollment)

WTC Member: ___ **Full-Time Student:** ___ (Please bring proof of enrollment)

PLEASE PRINT CLEARLY

Method of Payment: ___ Cash ___ Check ___ Money Order ___ Credit Card (Complete card info below)

___ VISA ___ Master Card ___ AMEX Card #: _____

Expiration Date: _____

Name as it Appears on the Card: _____

Signature: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

Fax: _____

E-mail: _____

You may register online at the following link:

www.wtcno.org/qs30/products.php?pid=95&detail=true

Register Now - Limited Seating

Pre-registration and payment is required to reserve your seat in this program

Check or Money Order
Payable To:

World Trade Center of New Orleans

And Mail to:

World Trade Center of New Orleans

2 Canal St., Suite 2900

New Orleans, LA 70130

Attention: Eliza Brierre

**Or FAX this form with Credit Card Info
to: (504) 529-1691**

To pay with credit card by phone, please
call (504) 529-1601, ext. 234

Co-Sponsors:

U.S. Customs & Border Protection www.cbp.gov

La. Small Business Development Center, GNO Region www.lsbdc.org

New Orleans U.S. Export Assistance Center www.buyusa.gov/neworleans

Port of New Orleans www.portno.com

Port of South Louisiana www.portsl.com

Southern U.S. Trade Association www.susta.org