

Global Business Club of Mid-Michigan EXPORT 101: Grow Your Sales, Manage Your Risk

Friday, November 22nd, 2013 -- 8:30am-1:30pm

MSU Henry Center for Executive Development - 3535 Forest Road, Lansing

Our morning event will cover the basic concepts in exporting--from doing market research to entering your target market to the logistics and legalities of shipping your product overseas and getting paid. This session will offer a wealth of information to those considering or new to exporting, as well as some tips and ideas for those already exporting. A portion of the morning will include group discussion, as well as time for questions and answers. Our luncheon keynote, John Toles, is the founding director of the Detroit Regional Office of the Export-Import Bank of the United States. Ex-Im Bank provides products and services enable U.S. companies — large and small — to turn export opportunities into real sales that help to maintain and create U.S. jobs and contribute to a stronger national economy.

8:30 – 9:00 a.m. Registration & Networking

9:00 – 11:45 a.m. Morning Seminar: Jade Sims, Trade Specialist, MSU International Business Center

Getting Started With Exports: A Case Study

Creating an Export Plan

Local, Statewide, and National Resources for Exporting

Market Research & Foreign Market Selection

International Logistics & Incoterms

Trade Compliance, Export Controls & Documentation

Risk Management

12:00-1:30 p.m. Global Business Club of Mid-Michigan Luncheon

Introduction: Jean Shtokal, Co-Chair, Global Business Club and Attorney, Foster Swift Collins & Smith PC

Keynote Speaker: John Toles, Director, Detroit Regional Office, Export-Import Bank

Info and registration: www.GBClub.msu.edu - \$35 registration fee includes break service & lunch

www.GBClub.msu.edu - 517.353.4336 – check us out on social media:   



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