

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

Tuesday, March 22nd -- 8:30am-1:30pm

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

This event will cover the basic concepts in exporting -- conducting research, selecting your target market, taking advantage of international trade shows, choosing method of entry, understanding the legalities of shipping your product overseas, and getting paid.

This session will offer a wealth of information to those new to exporting, as well as some tips and ideas for those already in the export game. A portion of the morning will include group discussion, as well as time for questions and answers.

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

9:00 – 10:30 a.m. Morning Seminar: Jade Sims, Trade Specialist, MSU International Business Center
Getting Started With Exports: A Case Study
Creating an Export Plan

Risk, Market Research, & Selection of Markets & Partners

10:30 – 10:45 a.m. BREAK

10:45 – 11:30 Logistics, Trade Compliance, Export Controls & Documentation
Trade Finance, Int'l Tax, Accounting & Legal

11:30-12 noon Selling Online Globally: Zara Smith, Export Program Manager, MI SBDC
Local, Statewide, and National Resources for Exporting

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

Keynote Speaker: Elena Stegemann, Director of International Business, NuStep

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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