Global Business Club of Mid-Michigan
The Basics of Exporting: Grow Your Business by Selling Internationally
Tuesday, January 9 -- 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
Local, Statewide, and National Resources for Exporting
12:00-1:30 p.m. Global Business Club of Mid-Michigan Luncheon
Keynote Speaker: Kendra Kuo, Director, US Export Assistance Center, Grand Rapids

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: