



The Mississippi District Export Council, in cooperation with The U.S. Commercial Service, FedEx, The Franklin Furniture Institute, and other partners, presents

EXPORT UNIVERSITY
Export 101 - Introduction to Exporting

Tuesday, November 10, 2009

8:00 A.M. Registration

8:30 A.M. - 4:30 P.M. Export University
(Lunch Included)

The Franklin Furniture Institute (Mississippi State University)
100 Blackjack Road, Starkville, MS 39759

Cost: \$45.00 for Companies
\$20.00 for Students

(For agenda on Page 2, please [click here.](#))

To register online and pay in advance by credit card, please [click here.](#)

or

To register by mail and pay by check or money order, please [click here.](#)

Please register by November 5, 2009. Space is limited to the first 50 participants.

Who Should Attend: This seminar is ideal for marketing and sales management and staff; import/export operations personnel, purchasing, logistics, and anyone with a responsibility for import/export functions.

Export University is a training program of the Mississippi District Export Council, an affiliate of the U.S. Department of Commerce. This series of courses on exporting is designed to help Mississippi companies begin an export initiative, and to gain increasing skills and innovativeness in their international sales. Export University will be offered on November 10, 2009, Franklin Furniture Institute, Mississippi State University. For information on Introductory (100 Series), Intermediate (200 Series), and Advanced (300 Series) courses, please visit http://www.us-dec.com/html/export_university.html.

About the Presenters: The Export University presenters are international trade practitioners who are members of the Mississippi District Export Council, a group of private-sector individuals appointed by the Secretary of Commerce to provide mentoring on exporting. They will present the course material drawing from their extensive experience in international trade.

Questions: You may contact Carol Moore, Mississippi U.S. Export Assistance Center at (601-965-4130) or carol.moore@mail.doc.gov; Lisa Walton, FedEx at (601- 454-2336) or llwalton@fedex.com; Debbie Miller, The Franklin Furniture Institute at (662-325-6787) or dmiller@ffi.msstate.edu.

Please join us to learn about important topics for beginning exporters!! Agenda includes:

- The Basics of Exporting
- Products and Services of the U.S. Commercial Service, Mississippi Development Authority and the Mississippi World Trade Center
- Considerations for Managing International Sales Orders
- Building International Sales—Assessing Risk and Opportunity
- Building an Overseas Infrastructure and Growing Your International Business
- U.S. Export Regulations Overview
- International Logistics



EXPORTING 101 – INTRODUCTION TO EXPORTING AGENDA

Tuesday, November 10, 2009, 8:00 AM – 4:30 PM

**The Franklin Furniture Institute
100 Blackjack Road, Starkville, MS 39759**

8:00 AM – 8:30 AM: Registration & Continental Breakfast

(We would like to thank FedEx for sponsoring our breakfast and lunch.)

8:30 AM – 8:45 AM

Welcome

Bill Martin, Director, The Franklin Furniture Institute

Agenda Overview, Housekeeping, Q&A Procedures

Craig Harvey, DEC Chair, Mississippi District Export Council

Carol Moore, U.S. Commercial Service, Jackson

8:45 AM – 10:15 AM

I. The Basics of Exporting

II. Products & Services of U.S. Commercial Service, Mississippi Development Authority and the Mississippi World Trade Center

Carol Moore, Director, U.S. Commercial Service, Jackson, MS

Liz Cleveland, Manager, Global Trade Division, Mississippi Development Authority

Barbara Travis, Executive Director, Mississippi World Trade Center

- **Assessing Your Organizational & Product Readiness for Export**
- **Market Research & Assessing the Competition**
- **Developing an Export Strategy & Marketing Plan - Assessing Market Characteristics**
- **Factoring Logistics into Strategic Planning**
- **Promoting Products in Target Markets**
- **Complying with U.S. and Foreign Regulations**
- **Export Management & Trading Companies**
- **Federal, State and Local Assistance for Exporters**

10:15 AM-10:30 AM - BREAK

10:30 AM – 11:45 AM

III. Considerations for Managing International Sales Orders

Glenn Sigler, Vice President, Global Trade Finance, Regions Bank, Mobile, AL

- Responding to International Sales Inquiries – Pricing, Quotation, & Terms
- Determining Shipping Costs in Preparing Quotations
- Mechanisms for Getting Paid
- Credit Insurance to Facilitate Open Account Sales
- Financing Export Transactions

11:45 AM – 12:30 PM

IV. Building International Sales – Assessing Risk & Opportunity

Craig Harvey, Chief Operating Officer, NVision Solutions, Bay St. Louis, MS

- Why Export
- Taking Advantage of Free Trade Agreements
- Assessing & Managing Country Risk: Regional Opportunities and Challenges

12:30 PM– 1:15 PM - LUNCH

1:15 PM – 2:00 PM

V. Building an Overseas Infrastructure & Growing Your International Business

Craig Harvey, Chief Operating Officer, NVision Solutions, Bay St. Louis, MS

- Preparing for Your First Sale: Getting Your Team Organized for Selling Overseas
- Working the Deal – Limiting Risk & Ensuring Payment
- Complying with U.S. & Overseas Trade Regulations
- Determining Viable Markets
- Identifying, Screening, and Selecting Overseas Representation
- Preparations for Travel
- Establishing an After Sales Service Network
- Managing & Motivating Overseas Channels of Distribution

2:00 PM – 3:15 PM

VII. International Logistics

Fred McMullen, Regional International Sales Manager, FedEx, New Orleans, LA

- Importance of a Logistics Partner
- The Contract of Carriage – Bills of Lading; Airway Bills
- Commodity Classification
- Export Documentation
- INCOTERMS
- Regulatory and Compliance Requirements
- Proper Labeling & Packing
- Freight Insurance

3:15 PM – 3:30 PM - BREAK

3:30 PM – 4:15 PM

VI. U.S. Export Regulations Overview

Robert Stackpole, US Commercial Service, Birmingham, AL

- Regulatory Agencies
- Bureau of Industry and Security Regulations
- License Processing and Procedures
- USML/ITAR Licensing Process
- Treasury Licensing Process
- Deemed Exports
- Controlled End Uses
- Anti-Boycott Compliance

4:15 PM

Open Forum

4:30 PM

Presentation of Certificates and Adjourn

Thank you to all our supporters:

The Franklin Furniture Institute, FedEx, Mississippi Development Authority, Mississippi World Trade Center, and the Mississippi Manufacturing Association
from

Carol Moore, Director, Mississippi Export Assistance Center, U.S. Department of Commerce
Craig Harvey, Chair, Mississippi District Export Council



