



## Global Market Series: EXPORT CERTIFICATE PROGRAM

**NEW Webinar/Seminar Format allowing for online certification!**

**Join us for this award winning 7-part series presented by industry experts!**

**- Receive certificate from the U.S. Department of Commerce -**

**Target Audience:** New or active exporters, compliance, logistics and purchasing managers as well as those looking to get into any international related field whom are looking to gain educational credentials.

**Topics:** This seminar series covers the steps in the export process with a strong emphasis on compliance.

- The public resources available to assist in country research and financing
- The government’s role in export procedures and mandatory compliance requirements
- The basics of international payment procedures
- How to work with your freight forwarder to navigate the logistics and documentation maze

**Date:** Thursday, April 15, 22, 29, 2010

**Time:** Morning sessions: 8:00am-10:00am & 10:30am-noon / Afternoon session: 1:00pm-2:30pm

**Location:** Via webinar or seminar at Bill J. Priest Institute, 1402 Corinth St., Dallas, TX 75215

**Cost:** Seminars can be taken individually or as a complete series for certification \$60 per session, \$420 for the complete series. See website for Early Bird Discount by April 1.

Day 1: April 15	Session 1: Resources and Market Analysis AM	<ul style="list-style-type: none"> <li>• Introduction to U.S. government agencies that offer services to exporters</li> <li>• Become familiar with free market search engines that can assist you in your market research</li> <li>• Learn a proven step by step process to explore and define market potential</li> </ul>
	Session 2: Legal Issues, Intellectual Property and Distribution AM	<ul style="list-style-type: none"> <li>• Learn the three most widely used legal formats for distribution and sales contracts</li> <li>• Learn the legal contractual aspects of export distribution</li> <li>• Become familiar with the terminology, time restrictions and legal requirements to protect your intellectual property</li> </ul>
Day 2: April 22	Session 3: Regulatory Compliance AM	<ul style="list-style-type: none"> <li>• Become familiar with the governments agencies that regulate exports</li> <li>• Determine if an export license is required for your product</li> <li>• Learn export recordkeeping requirements and penalties</li> <li>• Learn how to complete the required AES (Automated Export System), EEI(Electronic Export Information)</li> </ul>
	Session 4: Advanced Regulatory Compliance and Non-US Trade Controls AM	<ul style="list-style-type: none"> <li>• Become familiar with the required non U.S. regulations and compulsory marks</li> <li>• Learn the necessary steps to establish a “best practices” export compliance program</li> </ul>
Day 3: April 29	Session 5: Understanding Transportation Logistics AM	<ul style="list-style-type: none"> <li>• Role of customs broker and freight forwarder in the export process</li> <li>• INCOTERMS</li> <li>• Nine essential documents necessary to complete each transaction</li> <li>• Flow of transportation, where things can go wrong and how to prevent it</li> </ul>
	Session 6: International Payment Procedures AM	<ul style="list-style-type: none"> <li>• Most common payment mechanisms</li> <li>• Letters of Credit and the cost vs. risk analysis</li> <li>• Interrelation between INCOTERMS, the transportation process and payments</li> </ul>
	Session 7: Managing Cross-Cultural Communications PM	<ul style="list-style-type: none"> <li>• Become aware of how different cultural behaviors can impact your business transactions</li> </ul>

**Registration:** Register on line at [www.iexportimport.com](http://www.iexportimport.com)

**Contact:** Elyse Eriksson, International Training Director, (214) 747-1300 [eeriksson@dcccd.edu](mailto:eeriksson@dcccd.edu)