



# Exporting in the Flat World\*

September 5-7, 2007

AN INTENSIVE 3-DAY TRADE CERTIFICATE COURSE

## EVENT:

EXPORTING IN THE FLAT WORLD, 3-DAY TRADE CERTIFICATE COURSE

## WHEN:

SEPTEMBER 5-7, 2007

## WHERE:

PORT OF TACOMA  
BUSINESS CENTER, 3600 PORT  
OF TACOMA ROAD

## WHO SHOULD ATTEND:

\* Small and medium sized business owners and managers

\* Sales, marketing and operations managers

\* Employees in the support and service sectors

\* Mid-career professionals with a desire to gain international trade skills

*"My business is already exporting, but I now have the insight into how to do it better."*

*- Participant from 2006 course*

## CONTACT:

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## THIS ADVANCED EXPORT COURSE WILL HELP YOU:

- Learn details of the export process
- Understand conditions that may determine if your company should expand internationally
- Identify which countries are best for your product
- Overcome common mistakes made by beginning exporters
- Develop and structure your export marketing strategies and efforts
- Target the proper export markets with proven methods
- Gain familiarity with export terminology

### **Washington State Global Business Certification Program**

This workshop is certified by the Washington State Department of Community Trade and Economic Development (CTED) and follows the course outline recommended by NASBITE, the international association for the global business programs. Successful completion of this workshop will allow participants to qualify for:

- One on one counseling with a CTED international business development manager
- Assistance in developing an international business plan for your company
- Access and support from CTED's 10 foreign offices

## INSTRUCTOR:

Mr. James Foley has worked for over 20 years in international marketing, sales and corporate management, including seven years working in Europe. He is Director of the International Trade and NAFTA Opportunity Centers at Bradley University (Peoria, Illinois). Mr. Foley currently serves as Director of the NASBITE Trade Credential. He received his MBA from the London Business School. He is the author of the course textbook, *The Global Entrepreneur—Taking Your Business Global*.



*"Excellent, very practical, usable course. The instructor (Jim Foley) was entertaining. The best!"*

*- Participant from 2006 course*

**\*EXPORTING IN THE FLAT WORLD IS THE ONLY STATE CERTIFIED EXPORT SKILLS TRAINING COURSE IN THE PACIFIC NORTHWEST.**



STATE OF WASHINGTON  
DEPARTMENT OF COMMUNITY,  
TRADE AND ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT BOARD  
FOR TACOMA-PIERCE COUNTY



World Trade Center Tacoma®  
We Grow Trade



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## COURSE PROGRAM

- Why Go Global
- Export Market Entry & Mode Selection
- Foreign Partner Selection
- Product, Price, Placement
- Data Sources for Market Research
- International Legal Considerations
- International Logistics & Trade Finance
- International Tax & Accounting
- International Strategy
- Global Business Management
- Taking Advantage of Free trade Agreements
- Presentations by 3 local exporters

## REGISTRATION FORM

Registration form also available at [www.wtcta.org](http://www.wtcta.org)

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

DESCRIPTION	Number Attending	Cost/Discount	Total
NON-WTCTA MEMBER		\$325	
WTCTA MEMBER		\$275	
ENROLLED COLLEGE STUDENT		\$175	
PREVIOUS ATTENDANCE IN AN ENTRY-LEVEL EXPORT COURSE		- \$50/EACH	
Specify Course & Location:			
COMPANIES WITH 3 OR MORE ATTENDEES		- \$50/EACH	
<b>TOTAL</b>			

PLEASE SEND A CHECK  
PAYABLE TO THE WORLD  
TRADE CENTER TACOMA  
OR FILL IN THE CREDIT CARD  
INFORMATION BELOW.

REGISTRATION IS ALSO  
AVAILABLE AT  
[WWW.WTCTA.ORG](http://WWW.WTCTA.ORG)

Cardholder Name:	
Cardholder Address:	
Card Number:	
Expiration Date:	