Export University 201
May 26 and 27, 2011, Wilmington, NC
9:00 a.m. to 4:30 p.m.

REGISTRATION FEE: $ 79.00. Included: Lunches, a tour of the Port of Wilmington, electronic copies of all materials and an electronic copy of The Basic Guide to Exporting.

A two day workshop on export sales, finance, and logistical solutions. Learn how to compete globally!

BONUS: The NC District Export Council will be meeting at the Port during this event and provide mentoring services/advice to the attendees.

In this economy you cannot leave any stone unturned. Act now to learn the export basics or brush up on key export topics.

At this event, you will:
- Learn the basics of the letter of credit and other international methods of payment.
- Learn about Pricing Strategies and how to offer financing to your foreign buyers to increase sales.
- Learn about the role of the freight forwarder.
- Learn how export credit insurance can be used to decrease risk, reduce transaction cost and increase sales.
- Hear from experts from the banking community, U.S. Department of Commerce, U.S. Small Business Administration, NC Department of Commerce. And network with members of the NC District Export Council.

Who Should Attend?
- Companies that are currently exporting but need guidance to further expand overseas markets and sales.
- Companies that are new to exporting and need the tools to begin and avoid costly mistakes.

Where: NC State Ports Authority, Materials Management Building, 2508 Burnett Boulevard. Wilmington, NC. 28402

Register with CFCC Small Business Center at: www.cfcc.edu/sbc Please follow registration instructions at web site. Upon receipt, confirmation and on line payment instructions will be sent.

For more information: Contact Doug Tarble, 910-362-7469, dtarble@cfcc.edu. Or Dan Holt of the SBA at 704-333-4886 ext 226 or email Dan.Holt@trade.gov

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