



Export 101

This seminar will provide the elements needed to build an export strategic plan. It will offer companies new to International Trade, as well as those who already export, tools on how to gain access to the other 95% of customers across the borders in order to increase revenue and compete domestically.

Topics Include:

- Assessing Export Readiness
- Export Business Planning
- Factors to Consider When Choosing a Foreign Partner
- Management Commitment
- Market Research
- USDOC Services & Programs
- Other Resources and Partnerships

Presented by:

Roberta S. Ford

Director, U.S. Department of Commerce, Columbus Branch

Wednesday, February 20th, 2008

9:00 AM – 11:30 AM

Columbus State Community College
The Center for Workforce Development, 4th Floor (Rm 402)
315 Cleveland Avenue - Columbus, OH 43215

Registration:

Registration Fee: \$49.00

To register, visit <http://www.csc.edu/cpe/SBDC/Export101.asp>, or call 614.287.5300.

The cancellation deadline is February 15th.

All cancellations after February 15th and **all no shows will still be charged.**

For more information, call Omar Diop at (614) 287-3850. Mr. Diop will also be available following the presentation to schedule one on one or group counseling sessions that will be provided free of charge

Sponsored by:



The Small Business Development Center of Ohio (SBDC) program is funded in part through a cooperative agreement with the U.S. Small Business Administration. The Ohio SBDC program is also funded in part by the Ohio Department of Development. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Ohio SBDC at (614) 287-5294 or via email at sharri11@csc.edu for arrangements.