



SEMINARS

FROM EXPORTING BASICS AND BEYOND

UNIVERSITY CENTER, UW RIVER FALLS
RIVER FALLS, WI ■ JULY 16, 2013 ■ 8:30 A.M. - 4:30 P.M.



Make your market.SM

Join Food Export-Midwest, the Wisconsin Department of Agriculture, Trade and Consumer Protection and the Minnesota Department of Agriculture for a full day of exporting education topics. From discussions on developing export readiness skills to export documentation and navigating free trade agreements, don't miss this opportunity to increase your knowledge to become a more competitive exporter. Below are the topics that will be covered in the seminar.

- **Developing Export Readiness Skills & Understanding the Harmonized System (HS)**
- **Export Pricing & Quoting Using Incoterms® 2010**
- **Export Documentation & Navigating Free Trade Agreements**
Speaker: Dennis Lynch, Food Export Helpline™ Counselor
- **Finance Panel: Managing Risk and Ensuring Liquidity**
Featuring: Mr. John Crouch VP, Global Trade & Supply Chain Solutions, Bank of America and Mr. Denis Griffin, Director Minneapolis Regional Office, Export-Import Bank of the United States
- **Overview of Food Export-Midwest Programs and Services**

Dennis Lynch, M.I.B.A., is a 31-year veteran of international trade who has held a variety of positions in the public and private sectors. As the export counselor behind Food Export-Midwest's and Food Export-Northeast's Food Export Helpline™, Dennis provides customized technical export assistance to a variety of food and agricultural firms.

WHAT IS THE BRANDED PROGRAM?

Double your international marketing dollars with Branded Program.

The Branded Program is a service offered to small Midwestern and Northeastern food and agricultural companies to help them off-set international marketing expenses. It's a cost-share program that reimburses 50% of approved promotional expenses such as tradeshow fees, brochures, advertising, label changes (if required by market regulations), and more. This means you could place twice the number of ads, attend two tradeshows instead of one, ship products to four potential clients instead of two, etc. Bottom line—it can save you money in your international exporting endeavors! Visit foodexport.org to get started.



CUSTOMER SERVICE

Food Export Outreach & Customer Service have answers to your questions. Want more information or to register? **We're here to help.**

Visit: www.foodexport.org
Call: (312) 334-9200 or (215) 829-9111
E-mail: info@foodexport.org



REGISTRATION DEADLINE: July 9, 2013
FEE: **\$50 Per Person (Lunch included)**

University Center, UW River Falls
500 Wild Rose Ave, River Falls, WI 54022

HURRY! REGISTER FOR THIS SEMINAR TODAY. SPACE IS LIMITED.

In Partnership with:



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