

Common Topics for Export Education Events and Training (3/25/18)

Below is a list of common and relevant export topics which could be the focus of education and seminar programs. Many of these topics are covered by federal and state trade organizations, international industry associations, world trade centers, and other organizations. The goal of a regional EDO is to collaborate with other organizations in the regional ecosystem to identify gaps and deliver educational programs targeted to fill those gaps.

Topic	Potential Sub-topics	Potential Speakers
Planning and Strategy	<ul style="list-style-type: none"> • International goals and objectives • How incorporate into strategic planning processes • Key Elements of International Plan, e.g. <ul style="list-style-type: none"> ○ Exportable products and services ○ Target market selection ○ Competitive strategy, positioning, value proposition ○ Sales and distribution channel strategy and marketing plan ○ Managing risks ○ Compliance ○ Etc. • Plan Implementation 	Leadership of experienced exporters, consultants specializing in strategy and planning, export management companies
Market Research	<ul style="list-style-type: none"> • What types of market information is needed • How do you use it to make decisions • Good sources of international market information 	USEAC or state trade office, university librarian or information specialist, professors, or market research/ consulting firms
Financing and Payment	<ul style="list-style-type: none"> • ExIm Bank and SBA programs, including <ul style="list-style-type: none"> ○ credit insurance ○ working capital guarantees ○ loan programs (SBA Export Express, SBA international trade loans, ExIm buyer financing for capital equipment) • Forms of payment/managing payment risk – letter of credit, advance payment, documentary collections, open account • Managing payment risk • Managing foreign exchange risk 	Commercial Bank, ExIm Bank, SBA, insurance broker

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Logistics, Documentation and Incoterms	<ul style="list-style-type: none"> • Shipping <ul style="list-style-type: none"> ○ Types of logistics companies and their role in international logistics: freight forwarders, carriers, customs brokers 3PLs ○ Dangerous or specialized goods; cold chain (international) • Cargo insurance • HS codes • Packing considerations <ul style="list-style-type: none"> ○ Smart packing for international ○ Heat treatment requirements • Documentation – for international <ul style="list-style-type: none"> ○ Basic documents and purpose (e.g. commercial invoice, certificate of origin, etc.) • Calculating/estimating landed cost, duties and taxes • Inco-terms <ul style="list-style-type: none"> ○ Definition and why important ○ Advantages/disadvantages of specific incoterms (e.g. ExWorks is not always best term) • NAFTA eligibility and certificates of origin • Labeling and marking requirements • Returns process • AES/EEI/SED 	Logistics company
Identifying, Evaluating and Managing Foreign Distributor/Rep Partners	<ul style="list-style-type: none"> • Market entry strategy/channel selection – reps, distributors, JV, own sales office, US partner, combination • Finding/identifying good distributor, rep partners • Evaluating, conducting due diligence • Managing exclusivity • Managing ongoing performance • Support, marketing support • Termination issues 	Experienced exporters (VP or Director of International Sales or Business Development)
Licensing	<ul style="list-style-type: none"> • Licensing considerations 	Attorneys will experience in licensing
Legal Considerations	<ul style="list-style-type: none"> • Distributor/rep agreements: key contract terms, including termination • Legal entities • Foreign Corrupt Practices Act • [US export controls discussed below] • [IP protection discussed below] 	Attorneys with international experience
US Export Controls and Licensing	<ul style="list-style-type: none"> • DOC Bureau of Industry and Security (BIS) – EAR, Export Licenses, Commercial Control List • ITAR – Department of State, US Munitions List, Deemed Exports, ITAR Registration and license • Office of Foreign Assets Controls (OFAC) – denied parties list, sanctions programs 	Compliance consultant, attorney, US DOC (Bureau of Industry and Security), logistics company
Intellectual Property Protection	<ul style="list-style-type: none"> • Patent, trademark, copyright, trade secrets • Confidentiality agreements • Business strategies for protecting IP (e.g. rapid product introduction cycles, restricting access to trade secrets) 	Attorneys with experience in international IP

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Website Globalization and International Digital Marketing	<ul style="list-style-type: none"> • International search engines and search engine optimization (SEO) • Formats and standards adapted for international (e.g. including +1 for US country code) • Content management systems • Translation/localization • Ease of use for international • eCommerce for international • Measurement and analytics • Search engine advertising (e.g. paid search, pay per click, display advertising, targeted re-marketing) • Social media • Email marketing • Affiliate marketing 	Website or digital marketing company with international experience (some US Commercial Service personnel have skills and presentation content in this area as well)
eCommerce for International	<ul style="list-style-type: none"> • Adding international eCommerce transactional functionality to your website • eCommerce retailers and eMarketplaces • Fulfillment 	Web/eCommerce/ Digital Marketing Firm, experienced exporters
International Marketing	<ul style="list-style-type: none"> • Major marketing activities in foreign markets (tradeshows, advertising, web presence/digital, email, etc.) • Most effective methods • Adapting the marketing plan to international • Global tradeshows • Translation/localization • Division of labor between exporter and foreign partner (i.e. who manages tradeshow presence? online presence?) • PR • Budget • Measuring ROI 	Marketing Manager or executive leadership from experienced exporter
Tradeshows	<ul style="list-style-type: none"> • Identifying the best tradeshows for your product • How to get the most out of them (pre-show marketing, at show, post-show) • Budgeting and ROI • Tradeshow support services (from USEACs, state trade offices, other) 	State trade organization, US Commercial Service, tradeshow organizers, experienced exporters
Translation, Localization	<ul style="list-style-type: none"> • Tips related to effective translation, localization • When you need a professional • Adapting the format of marketing materials and web presence for international audience (e.g. use of pictures, colors, space) 	Translation/localization firms, experienced exporters
Culture	<ul style="list-style-type: none"> • Adapting to local culture – etiquette, relationships, localization, etc. 	International business professor, culture expert

Topic	Potential Sub-topics	Potential Speakers
Pricing	<ul style="list-style-type: none"> • Tips on setting pricing in international markets • International pricing versus domestic • Pricing differences by country or region • Discounts for distributors, trade partners • Building up the total price to the end-customer (including landed cost, distributor margin, duties/taxes, retailer margin, etc.) • Competitive strategy and positioning impact on pricing • Factoring in a different rate for international sales & marketing overhead/SG&A versus domestic 	Experienced exporter
Foreign Compliance (Regulation, Standards and Certifications)	<ul style="list-style-type: none"> • This is generally country and industry specific • Identifying foreign regulatory requirements – laws, regulations, certifications, standards • Sources of information • Overviews of product certification requirements, such as CE Mark (Europe) or CCC Mark (China) 	Product testing and compliance organization or consultant, US Commercial Service foreign post
Service and Support	<ul style="list-style-type: none"> • How to establish a service and support operation in a foreign market • Issues to consider (e.g. returns, repairs, skills of local distributors/partners) 	Exporter experienced in providing service/support in foreign markets