

Cost and Registration

Trade Office Members: Membership covers the costs for one company representative to attend each of the course's training sessions (substitutes from the same company are allowed). Additional company representatives can attend each class at a cost of \$100 per person.

Non-members: \$1,000 to register for the entire course or \$125 for individual classes.

All participants can earn college credit by enrolling in this course at NDSU.

Registration: Please contact Lindsey Warner at lindsey@ndto.com or +1 701 231 1154.

Location and Time

Classes will be held Tuesdays, Jan. 12 - March 30, 2010 from 5:30pm - 9:00pm and will be held at:

NDSU Richard H. Barry Hall
Room 360
811 Second Avenue North
Fargo, ND



Export Management Course



North Dakota
TRADE OFFICE

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North Dakota
TRADE OFFICE

NDSU
North Dakota State University

Export Management Certificate Course

Prepare yourself and your business for the global marketplace by enrolling in the Export Management Certificate Course sponsored by North Dakota State University and the North Dakota Trade Office.

This 12-week course will help managers avoid the common and not-so-common missteps that can create regulatory headaches and strip them of customers and profits. Participants will be introduced to international business professionals and a peer network that will discuss the critical elements of operating an export business.

The course is designed for business managers and upper-level university students.

Classes will be held Tuesdays, Jan. 12 - March 30, 2010 from 5:30pm - 9:00pm.



The Export Management Course includes:

Jan 12: “Blueprint”/Export Process Overview*

This seminar will set the stage for the series by providing an overview of the export process and how each seminar in the series will fit together as an export “blueprint” for your company. Recommendations for building an export management team will be discussed with suggested resources from inside and outside the organization, along with the organizational impact of exporting to foreign countries. International managers from one or more exporting companies will be present to discuss the “dos and don’ts.”

Instructor: Susan Geib, Executive Director of the North Dakota Trade Office

Jan. 19: Country Opportunity Analysis

The purpose of this seminar will be to provide criteria and techniques to identify and prioritize which international markets are best suited for your product line.

Instructors: Odile Streed, professor of International Marketing at Concordia College, Moorhead, and Sharon May, licensed U.S. customs broker and International market research specialist.

Jan. 26: Building and Managing a Productive Overseas Distributor Channel*

Learn about the key resources in finding qualified foreign distributors for your business. This session also will provide you with the key criteria to evaluate foreign distributors.

Instructor: Heather Ranck, an International Trade Specialist with the U.S. Commercial Service

Feb. 2: Gaining Global Internet Visibility*

Learn practical techniques to enhance your Website and develop greater lead generation from global customers. Key exporters will discuss how they have incorporated Internet visibility to gain global customers. In addition, the session will include a discussion relating to payments via the Internet and proper export documentation for Internet-based business.

Instructor: Shari Thurow, founder and chief SEO (Search Engine Officer) for Chicago-based OmniMarketing, Inc.

Feb. 9: Development and Negotiation of International Contracts*

Here is your chance to learn how to develop and negotiate international contracts, including product sales agreements and contracts with agents and distributors. Instruction will provide critical elements for inclusion within a contract and some of the common mistakes in entering international agreements.

Instructor: Steve Dickinson, shareholder and board member of Fredrikson & Byron, an international business and corporate law firm.

Feb. 16: Export Compliance and Documentation*

This seminar will provide key requirements for successfully getting your product across international borders. Included are the scope and purpose of export documentation, harmonized codes and tariff classifications, common problems that stall shipments at borders and how to avoid these pitfalls.

Instructor: Sharon May, licensed U.S. customs broker and international market research specialist.



Feb. 23: Incoterms and Freight Management*

You will learn the role of the freight forwarder in the export process, the services they provide and recommendations for choosing the best freight forwarder for your business.

Professor: Sharon May, licensed U.S. customs broker and International market research specialist with the North Dakota Trade Office

Mar. 2: Financing Your Export Business and Getting Paid*

Exporters and their international customers have more finance options available today than ever before to ensure payment on international transactions with limited cash outlays. Learn how to get paid on international transactions, fund work in process and extend overseas credit. You will learn methods of payment, optional terms of sale. This course will provide specific examples of payment and financing processes, typical cost and will explain the role various finance institutions play in the process.

Instructors: Robert W. Pelka, Vice President of structured trade finance, Wells Fargo HSBC Trade Bank N.A.

Mar. 9: Access to Capital to Finance International Expansion*

This seminar will discuss various ways to raise critical capital to fund overseas expansion as well as ways to save money via tax credits and advantageous tax structures.

Instructors: Mike Seifert, North Dakota Trade Office Resource Manager

Mar. 16: Spring Break – No Class

Mar. 23: Global Brand Identity*

You will learn the importance of global branding and how to present a globally consistent yet country-relevant positioning message and “look” for your product line. Additionally, this session will cover how to protect your global brand via trademarks and copyright.

Instructor: Dean Adams, Principal Brand Strategist for Level Brand Inc. of Minneapolis and a former marketing director for 3M Corporation.

Mar. 30: International Organization Development*

This capstone course will summarize key learning steps within the export process and organizational efficiencies that will prepare you for growth in the international marketplace.

Instructors: Susan Geib, Sharon May and other course instructors

*Class includes a panel discussion with North Dakota international business leaders. Discussion to be focused on class topic.

