



U.S. Commercial Service



Export University 101 - Nashville Gain a competitive edge for TN Exporters

July 30, 2009, Nashville, TN
8 a.m. to 5p.m.

REGISTRATION fee is \$59. Includes lunch & a copy of The Basic Guide to Exporting. Learn how to compete globally! Workshop on export sales, finance, and logistics solutions.



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 Export Sales techniques
- Learn the basics about letters 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.
- Learn about government services and how to use the services to increase sales.

Speakers Include:

John Aron, The Pasta Shoppe, Key Note
John Koch, World Trade Consult
Kathy Edwards, Export Pricing
Dan Holt, SBA- How to Get Paid
Dean Peterson, US DOC- Nashville EAC
John Walker, Regions Bank
Glenn Shearron, V. Alexander, Freight Forwarder
FedEx- Global Trade Manager

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: 315 Deaderick Street, Nashville, TN 37237. (The Regions Bank)

How to register: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=9Q9V>

For more information: Please contact Dean.Peterson@mail.doc.gov

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