



EXPORTING TO THE USA

MONTH ONE – Preparing for Your Exports Before You Start Exporting

You must have a strong foundation to maximize the potential for success!

M1 - Week One – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants introduce themselves and their products
- Primary and Secondary Research
- Target Market Identification
- Product/Service Adaptation
- Questions and Answers

M1 - Week Two – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- Permits For U.S. Entry
- Branding
- Labeling
- Packaging
- How to organize your business including financing and production
- Questions and Answers

M1 - Week Three – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- How to organize for Exporting
- Direct and Indirect Exporting
- Warranties
- Servicing
- Marketing And Sales Planning – typical components
- Questions and Answers

M1 - Week Four – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- Marketing and Sales Materials Design
- Your Web Site Components or Adopting a Commercial Platform – pros and cons
- The Role of Insurance for domestic and international
- Questions and Answers
- What is next, in Month Two of the EXPORT TO USA PROGRAMS