



Export University 101 Columbia, South Carolina

Midlands Technical College Enterprise Campus Auditorium
151 Powell Rd. | Columbia, SC 29203
<http://www.mtcenterprisecampus.com/directions.shtml>

May 22, 2014
8:00 a.m. – 4:00 p.m.

Registration fee is \$65 per person and includes breakfast, lunch and all training materials.

This is a one-day workshop on export sales, finance, logistics and much more to compete globally.
This is the only Export 101 to be offered in S.C. this year!

Getting back to the export basics is good business, whether you are new to exporting or an experienced international company. Topics will include:

- Export sales techniques
- Letters of credit and other export payment methods
- Pricing strategies and how to offer financing to your customer
- Credit insurance to minimize risk and maximize sales
- Transportation and freight forwarding
- Practical tips from seasoned exporters

Who Should Attend?

- Companies currently exporting but want guidance to expand overseas markets and sales
- Companies new to exporting that want long-term success by avoiding typical, costly mistakes

[Click here to register for Export University 101](#)– Columbia, SC

Seating is limited for this popular event so registration & payment are required to guarantee a seat.

For more information: contact Anita Patel at 803-737-0247, APatel@sccommerce.com or Dorette Coetsee, Columbia U.S. Export Assistance Center at 803-777-2571, Dorette.Coetsee@trade.gov

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