



EXPORT LEADERSHIP ACADEMY

CLASS OF 2018

Accelerate Growth of Your Company's International Sales



Ready to lead your company towards long-term strategic growth in international markets?
This course is for you!

PROGRAM OVERVIEW

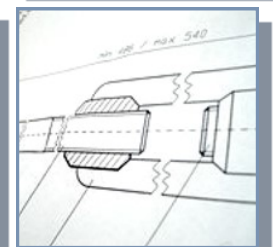
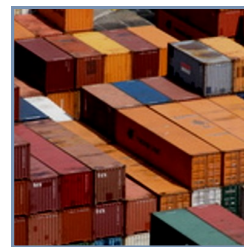
This ten-session course will provide individualized attention and customized guidance to your business on all major trade topics. Taught by experts from the public and private sector, this course will equip you with the knowledge and tools to succeed, then test you with practical exercises to refine your strategy.

WE PROVIDE:

- Access to experts to guide you along the way and help you **design and implement** your export plan
- Access to **new markets**. Did you know the U.S. Commercial Service has staff in more than 70 countries?
- A unique learning environment; you will not just learn about it, you will also practice doing it.

COURSE FACTS:

- Held second TUESDAY of each month (*except July and December*)
- LOCATION: 1301 Gervais St., suite 1100, Columbia SC
- TUITION: \$1450 (*Grant funds available for qualified South Carolina companies*)



Contact Us to Register:

DORETTE COETSEE

US Commercial Service

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Columbia, SC 28201

Participation is limited to ten companies!

Contact Dorette.Coetsee@trade.gov to Register Now



EXPORT LEADERSHIP ACADEMY

Learn how to develop, grow and manage your Company's exports

COURSE CONTENT TOPICS:

This ten-month course, spanning over the course of a year is designed to provide individualized attention on the following topics. Market Entry Strategies and Global Market Research, Foreign market Selection, Creating and Managing and Export Department, Global Supply Chain Management and Logistics, Finding and Prospecting Qualified Foreign Buyers, Global Legal Considerations and Payment, Export Documentation, Global Finance Strategies, Foreign Direct Investment Opportunities, and Justifying International Success and Managing Change.

WHO SHOULD APPLY:

Senior management of small to medium companies committed to international sales as an expansion strategy.

THE COMMITMENT:

Active involvement, classroom discussion and on-site application and implementation of topics. Full attendance at the monthly meetings required.

TUITION: \$1450. Includes monthly Export Leadership Academy sessions, "A Basic Guide to Exporting," materials and lunches. Grant money available for qualified South Carolina companies.

MEETING DATES:

Starting January 2018— Second TUESDAY of each month (*NO SESSIONS* in July and December)

Class Times: 9:00 a.m. – 5:00 p.m. each month

Class Dates and Location: All sessions will be held at the South Carolina Chamber of Commerce, 1301 Gervais St, Columbia SC (Suite 1100) with the exception of June 12 which will be held at the port of Charleston for a port tour and VIP session with a freight forwarder.

January 9, February 13, March 13, April 10, May 15, June 12, August 14, September 11, October 9, November 13

For more information, please contact:

Dorette Coetsee at dorette.coetsee@trade.gov or your local Trade Specialist
Export.gov/southcarolina