

Export University 101

Rock Hill, South Carolina

February 19th, 2015 (8 a.m. - 4 p.m.)

Winthrop University, Thurmond Hall

Room 415

1708 Memorial Circle | Rock Hill, SC 29733

Thurmond Hall is located at the intersection of Park Avenue and Memorial Circle, across from Byrnes Auditorium

Parking is reserved in the parking lot across from Carroll Hall on Ebenezer Avenue

Directions to campus: <http://www.winthrop.edu/directions/>

**Registration fee is \$75 per person and includes
breakfast, lunch and all training materials.**

**This is a one-day workshop on export sales, finance
and logistics will help you compete globally!**

**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

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](#)– Rock Hill, 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 Dan Holt, US Small Business Administration, at 704-333-4886 x226, Dan.Holt@trade.gov



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