

What: Export University 101, premier event on accessing foreign markets featuring local, state, regional and federal experts in international trade.

When: 9 a.m. to 5 p.m. Sept. 28

Where: IRSC Chastain Campus, 2400 S.E. Salerno Road, Stuart.

Cost: \$75

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Businessowners eager to access foreign markets can attain expert's edge when Export University 101 makes Treasure Coast debut in Martin County

STUART—It takes a lot of business to remain in business, as any entrepreneur will attest. Doing so often means tapping new markets—even ones around the world. But how to do so and effectively navigate the logistics, language barriers and labyrinthine of legalities?

Those answers and more are coming—for the first time—to the area through the acclaimed Export University 101. Known as the premier resource for informing and equipping business owners eager to demystify the process of accessing foreign markets, the event is making Martin County the site of its inaugural appearance on the Treasure Coast.

Taking place from 8:30 a.m. to 5 p.m. Sept. 28 at Indian River State College's Chastain Campus in Stuart, Export University 101 will feature leading local, regional, state, and federal experts for in-depth discussion on topics as essential as promotions, compliance, trade grants, risk management, pricing, payment, shipping and more.

"We at the U.S. Commercial Service are very proud to be part of such a great initiative organized by the South Florida District Export Council in collaboration with the Business Development Board of Martin County," says Eduardo Torres, director for South Florida U.S. Commercial Service, U.S. Department of Commerce. "Companies looking to export their products and services will have the opportunity to learn all aspects of the export process. Remember that exporting is not an event, it's a process."

Organized by U.S. Commercial Service, South Florida District Export Council and the Business Development Board of Martin County, Export University 101 will give local business owners invaluable insights into accessing international marketplaces to expand the impact and influence of their companies.

"We're incredibly proud to participate in bringing this unparalleled resource to businesses in Martin County and across the Treasure Coast," says Joan Goodrich, executive director of the BDB. "While we have a robust service sector, Martin County is also home to some remarkable manufacturing companies whose innovations deserve even greater exposure. Export University 101 is uniquely designed to empower them

with the knowledge to integrate internationally and we're so excited to see these principles put into practice in our community.”

Speakers and Topics

Eduardo Torres, director at the U.S. Department of Commerce, will kick things off with the “Basics of Exporting and Products and Services of the U.S. Commercial Service.” He'll teach attendees, among others, key dynamics to anticipate when entering a wider pool of competitors as well as the importance of creating an export strategy and marketing plan, contemplating logistics and complying with regulations.

Peter Quinter, who specializes in international law for Gunster law firm, will provide a deeper overview of U.S. regulations governing exports.

Emily McHugh, an international trade consultant for Florida Small Business Development Center at IRSC Entrepreneurship Development Institute, will better inform small business owners on how to effectively create, maintain and grow their companies to complement serving larger markets.

John Diep, director of international trade and development at SelectFlorida, will give insights on what the State of Florida is doing to assist export expansion and how take advantage of export sales missions, trade shows, trade grants and leveraging international representatives in 20+ countries.

Ed Ciampi, chair of the Martin County Commission as well as vice president of sales and international development for Chicago Stainless based in Palm City, will speak on establishing an overseas infrastructure to grow business internationally. Ciampi will discuss, among other topics, determining the viability to potential markets, building a service network dedicated to after-sales relationships and managing and motivating channels of distribution in overseas markets.

Elena Mendez, eastern regional director of small businesses for the Export-Import Bank, will share more about federal programs that support financing of international sales.

Hernan M. Mayol, export finance manager in the Office of International trade for the U.S. Small Business Administration, will discuss financing programs for small businesses seeking to provide exports overseas.

Tyler Myer, senior director of securities for Bank of America, and Brandon Haase, B2B sales and partnerships for Flywire, will speak on managing international sales orders. They'll delve into pricing, quotes, and terms, how to factor shipping costs, payment mechanisms, credit insurance and financing export transactions.

Kathy Carlton, managing director at KCarlton International, will cover international logistics.

Afterwards, attendees can address their questions to a panel featuring Torres, Goodrich, Ralph MacNamara, South Florida District Export Council and Pierre Taschereau of the BDB.

About the Business Development Board of Martin County

Strengthening and championing Martin County's economy is the Business Development Board's primary mission. Organized as a 501(c)6 not-for-profit public-private partnership, the BDB provides confidential, complimentary, professional services to job creators, investors, and their representatives with designs to launch and grow in Martin County. Touting Martin County's friendly business climate, fostering leading industries and good jobs; growing our own businesses, entrepreneurs, and talent; and promoting strategic economic development areas comprise the regular activities BDBMC is engaged in alongside the support of our executive leaders, investors and partners. To learn more, call 772.221.1380, visit bdbmc.org or follow us on Facebook and LinkedIn.