



[Export University 101 – Introduction to Exporting](#)

Thursday, September 28th, 2023

8:30 AM – 5:00 PM

[IRSC – Chastain Campus 2400 SE Salerno Rd, Stuart, FL 34997](#)



Excellence in Export Education.

Agenda

8:30 – 9:00 AM

Registration

Light breakfast & Networking

9:00 – 9:20 AM

Welcoming Remarks

Joan Goodrich & Pierre Taschereau, Business Development Board of Martin County

Ralph MacNamara, South Florida DEC Chair, Kaufman Rossin Chief Growth Officer & Principal

Morning Speaker's Introductions by: Matt Rocco, President, South Florida Manufacturers Association

9:20 – 9:55 AM

1. The Basics of Exporting and the Products & Services of the U.S. Commercial Service

Eduardo Torres, Director – U.S. Department of Commerce

- Assessing your organizational & product readiness for export
- Market research & assessing the competition.
- Developing an export strategy & marketing plan – assessing market characteristics
- Factoring logistics into strategic planning
- Promoting products in target markets
- Complying with U.S. and foreign regulations
- Export management & trading companies
- U.S. Commercial Service assistance for exporters

9:55 – 10:30 AM

2. U.S. Export Regulations Overview

Peter A. Quinter, Board Certified international law attorney, GUNSTER Law Firm Shareholder

10:30 – 10:45 AM

BREAK



10:45 – 11:30 AM

3. The Good, the Bad, and The Necessary of International Trade
Emily McHugh, International Trade Consultant, Florida SBDC at IRSC Entrepreneurship Development Institute

- Mindset & Opportunities
- Cultural Environment
- How to Avoid Going to Jail Overseas
- Market Intelligence & Resources

11:30 – 12:00 PM

4. Building International Sales – Assessing Risk & Opportunity
John Diep, Director International Trade & Development at SelectFlorida

- Who is SelectFlorida and what the state of Florida is doing to assist export expansion
- Current Florida trade data and how to get more data on a specific overseas market
- How SelectFlorida can assist: free one-on-one counseling, export sales missions, trade shows
- Trade grants for qualified Florida companies
- Taking advantage of SelectFlorida official representatives in 20+ countries

12:00 – 1:00 PM

LUNCH

Afternoon Speaker's Introductions by: Katherine Culhane, Associate Director, Florida SBDC at IRSC

1:00 – 1:45 PM

5. Building an Overseas infrastructure & Growing Your International Business
Edward V. Ciampi, Vice President, Sales & International Development, Chicago Stainless and District 5 Commissioner/Chairman, Martin County Board of County Commissioners

- Preparing for your first sale: Getting your team organized for selling overseas
- Working the deal – Limiting risk & ensuring payment
- Complying with U.S. & Overseas trade regulations
- Determining viable markets
- Identifying, screening, and selecting overseas representatives
- Preparations for travel
- Establishing an after-sales service network
- Managing & motivating overseas channels of distribution

1:45 – 2:15 PM

EXIM Bank Programs for US Exporters: Tools to increase exports of US goods and services
Elena Mendez, Regional Director, Eastern Region, Small Business Group - Ex-Im Bank

- Reduce foreign buyer non-payment risks
- Extend competitive terms to foreign buyers
- Increase your international competitiveness by offering financial support to your buyers



2:15 – 2:30 PM

6. SBA Small Business Financing Programs for Exports
*Elena Mendez, Regional Director, Eastern Region, Small Business Group - Ex-Im Bank
On behalf of the U.S. Small Business Administration (SBA)*
- Export Express
 - Working Capital Guarantee Program
 - SBA's International Trade Loan Program

2:30 – 2:40 AM

BREAK

Desserts and Beverages

2:40 – 3:20 PM

7. Considerations for Managing International Sales Orders
*Tyler Myer, Director, Rates & Currencies Solutions at BofA Securities
Brandon Haase, B2B Sales and Partnerships at Flywire*
- Benefits of local currency invoicing
 - Managing foreign exchange risk from pricing to transacting
 - Mechanisms for getting paid by leveraging technology
 - Seamless integration of invoicing technology

3:20 – 3:50 PM

8. International Logistics
Kathy Carlton, Managing Director at KCarlton International, Inc.
- Importance of a Logistics Partner
 - The contract of carriage – Bills of Lading: Airway bills
 - Commodity classification
 - Export documentation
 - INCOTERMS
 - Export compliance with target market regulations
 - Proper labeling & packing
 - Freight insurance

3:50 – 4:00 PM

9. Q/A - Open Forum – Presentation of Certificates
*Ralph MacNamara, South Florida DEC Chair, Kaufman Rossin Chief Growth Officer & Principal
Eduardo Torres, Director – U.S. Department of Commerce
Joan Goodrich, Executive Director, Business Development Board of Martin County
Pierre Taschereau, Business Development Executive, BDBMC*