**WEBINARS**

# FALL 2025 EXPORT READINESS TECHNICAL TRAINING

Tuesday, Oct 7 - Tuesday, Oct 21, 2025 | 1:00 PM - 5:00 PM
Registration: Wednesday, Aug 6 - Tuesday, Sep 16, 2025
Zoom | United States of America

https://www.wusata.org/e/Z8AIX85

## EVENT DETAILS

### Unlock Global Growth: Join WUSATA's Free Export Readiness Training

Are you ready to take your agribusiness to the global market? WUSATA's **Export Readiness Training** is designed specifically for new-to-export companies looking to expand internationally with confidence. This interactive, three-part training will equip you with the essential tools to **build a successful export strategy**, navigate international trade complexities, and connect with foreign buyers - all at **no cost to you!**

**Why Attend?**
**FREE** professional export training - limited to **20 spots** (first come, first served!)
**Assess Your Export Potential** – Understand if your business is ready for international expansion.
**Identify Profitable Markets** – Learn how to find the best global opportunities for your products.
**Gain Practical Export Skills** – Get hands-on knowledge to streamline your export process.
**Earn a WUSATA Export Readiness Certificate** – Boost your credibility in international trade.

**Three Live & Interactive Zoom Sessions (1:00 PM – 5:00 PM PT)**

**October 7: Session I – Building Your Export Foundation**

- Understanding export readiness
- Classifying products & market research
- Creating an effective export plan

**October 14: Session II – Mastering Export Tools & Strategies**

- Leveraging free trade agreements
- Pricing strategies & finding global buyers
- Navigating export compliance & documentation

**October 21: Session III – Logistics & Payment Solutions**

- Managing international shipping & logistics
- Export financing & payment security
- Certifications & regulatory requirements

**Hands-On Learning:** Each session includes real-world case studies, industry expert insights, and a short action-oriented assignment, ensuring you walk away with a **ready-to-implement export strategy**.

**Exclusive Benefit:** Companies that complete all sessions will receive a **WUSATA Export Readiness Certificate**, signaling their preparedness for international trade.

**INDUSTRY FOCUS**

Consumer Oriented

**BUYER AUDIENCE**

Worldwide

**Only 20 Spots are Available! First Come, First Served!**

**Secure Your FREE Spot Today!**

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373