EXPORT CONSULTATIONS/TRAINING

2022 WUSATA EXPORT READINESS TRAINING

Thursday, May 12 - Thursday, Jun 9, 2022
Registration: Monday, Apr 11 - Tuesday, May 10, 2022 | 10:00 AM
Virtual Meetings | North America

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

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2022 WUSATA Export Readiness Training - May 12- June 9, 2022 (One session per week)

WUSATA's Export Readiness Training provides agribusinesses the tools to create an international marketing strategy. During this three-part training, you will assess your capacity for exporting, identify key foreign markets, and learn practical fundamentals so you can confidently export your product.

The training will consist of three live and interactive half-day sessions on Zoom, followed by brief "homework" so that each company can apply what they learned to their own company. We also include session handouts, industry experts, and seasoned exporters to provide real-world practical experience. The sessions will be provided from 1:00pm-5:00pm PT on:

May 12: Session I - Developing Export Readiness Skills

May 26: Session II – Export Tools of the Trade

June 9: Session III – Getting Products to Global Customers

Upon completing the sessions, you will receive a WUSATA Export Readiness Certificate indicating your increased knowledge and readiness to export.

The training is provided on Zoom by Goldencrest Global, an internationally-focused consultancy firm helping businesses expand their global reach in the areas of international marketing and business development.

Participation fee: $150

Registration deadline: May 10th, 2022

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Livestock Feed and Nutrition** **Natural/Health** **Nursery** **Nutraceutical** **Organic** **Produce** **Pet Food and Products** **Retail Products** **Seafood** **Specialty Beverage**