

## WEBINARS

# 2023 EXPORT READINESS TRAINING

Friday, Dec 8 - Friday, Dec 15, 2023

Registration: Monday, Nov 13 - Tuesday, Dec 5, 2023

📍 Zoom Meetings | United States of America

<https://www.wusata.org/e/NK82G82>



## EVENT DETAILS

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

**The training will consist of two live and interactive half-day Zoom sessions (1:00pm – 5:00pm PT) on:**

### **December 8: Session I – Export Planning and Tools of the Trade**

- Topics include classifying products, developing an export plan, foreign market research, free trade agreements, foreign import requirements, and pricing products for exports.

### **December 15: Session II – Getting Products to Customers and Payment Options**

- Topics include finding partners & buyers, pro forma invoices / INCOTERMS, food export certificates, navigating shipping, and payment options.

A brief homework assignment will be given at the end of each session, when all assignments are complete, the participant will have a viable international marketing strategy in hand. Participants that complete the sessions will also receive a WUSATA Export Readiness Certificate.