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.