

# ExportNY Helping New York Businesses Achieve Global Success

Exporting is one of the most effective means of expanding sales and markets for healthy businesses. Whether your company is considering exporting, selling internationally on a limited basis, or fully engaged with an international distribution network, ExportNY can assist your growth.

## The Program: A Four-Month Launch into the Global Marketplace

ExportNY, a four month international business development program, is presented by Syracuse University and the Central New York Technology Development Organization (TDO) in collaboration with the Central New York International Business Alliance (CNYIBA). ExportNY is designed for executives responsible for their company's international marketing, finance, and operations. It helps participants determine which international markets are attractive, prioritize efforts, develop strategies to penetrate each market and tackle the legal, cultural, logistical and regulatory issues of doing business abroad.

The program takes a strategic approach to developing a global business plan and gives companies a jump start by providing classroom training, market research, tools and resources in a stimulating, interactive and supportive environment. ExportNY provides Syracuse University interns at no additional cost to help with research and implementation efforts under the guidance of the participant and program staff.

Participants spend two days per month in program sessions. Between sessions they work on developing and executing their plan. By the end of this fast-paced program, businesses are on their way to expanding their markets.

ExportNY program staff and guest speakers from industry cover the key elements of exporting:

- Researching & Selecting Foreign Markets
- International Marketing
- Finding & Evaluating Potential Partners
- Websites, SEO, and Social Media
- Cross-Cultural Business Practices
- Trade Finance & International Banking
- Foreign Business Legal Systems & Ethics
- Foreign Exchange Risk Management
- International Business Risk Management
- HR Planning Considerations
- Export Logistics, INCOTERMS & customs brokerage
- Product Design, Adaptation, & Certification (CE, RoHS, WEEE & more)

## Unlock Your Global Potential...

For more information, contact

Sue Kuhns, TDO at 315-425-5144 or skuhns@tdo.org

Steven King, CNY International Business Alliance 315-470-1925 or sking@cnyiba.net

Space is limited. **Next program begins Sep 6, 2017. Register Now!**

Wednesdays: Sep 6 & 20, Oct 4 & 18, Nov 1, 15 & 29, Dec 13



ExportNY was awarded the Program Excellence Award by North American Small Business International Trade Educators (NASBITE), which facilitates professional development for international trade educators. The selection committee chair noted, "Your program stood out in every regard: uniqueness, success in meeting clearly identified objectives, strength and quality of program, impact, benefits to program participants, and strategic alliances and partnerships formed."



ExportNY is offered through support from the Workforce Development Institute and:



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## Typical syllabus:

1. Company Readiness to Go Global
2. Global Business Environment
3. U.S. Dept. of Commerce – Commercial Service
4. International Business Planning: The Foreign Market Business Plan
5. Harmonized Codes System
6. Foreign Market Entry Strategies Direct & Indirect
7. Export Regulations & Barrier Issues
8. Export Compliance
9. International Business Law Overview
10. Cross-Cultural Business Practices: Do's & Don'ts
11. International Business Communications
12. Language & Cultural Translation
13. Foreign Business Ethics / Issues
14. International Business Risk Management / Insurance
15. International Product Marketing
16. Finding & Evaluating Potential Partners
17. Product Design, Adaptation, & Certification
18. International Marketing Communications
19. International Website & Search Engine Optimization
20. Preliminary Target Market Research
21. Trade Finance & International Banking
22. Foreign Exchange Risk Management
23. US Export-Import Bank Programs
24. Domestic International Sales Companies (DISC's)
25. International Supply Chain Management
26. Export Logistics
27. INCOTERMS & Customs Brokerage
28. International Product Support & Reverse Logistics
29. HR Planning Considerations
30. Business Plan Implementation
31. Foreign Market Business Plan Draft

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Program fee per company (multiple participants):

\$3,995 CNYIBA members

\$4,495 non-members

Participants are eligible to apply for a grant from the Workforce Development Institute (WDI) covering a portion of the program fee. It is paid upon completion of the program.

Applicants must contact WDI and submit application in advance of the program start.

Contact Sue Kuhns at TDO to get connected at 315-425-5144 or skuhns@tdo.org.