

EXPORT NY PROGRAM 2020 Hybrid Curriculum
C.R. Miller, Facilitator
Program Outline

Session 1 (9/16/20) *Going Global*

Full-day, in person training

- Introductions / Opening Remarks
- Program Overview / Administration & Logistics / Interns
- Company Introductions
- **Why Go Global? Benefits & Risks / Manufacturing vs. Service Businesses**
- **Company Readiness to Go Global**
- **U.S. Dept. of Commerce – Commercial Service**
- **CNYIBA Overview**

Assignment for Next Session (Electronic Submission)

- Company Readiness Evaluations

Session 2 (9/23/20) *Researching & Selecting Foreign Markets*

Live Distance Learning – 2.5 Hours

- **Harmonized Codes System**
- **Finding & Evaluating Potential Foreign Partners**

Supplemental Materials

- International Trade & the Global Business Environment
- Reading Assignment

Assignment for Next Session (Electronic Submission)

- Target Market Drivers & Research Needs

Session 3 (9/30/20) *Foreign Market Entry Strategies*

Live Distance Learning – 2.5 Hours

- **Direct & Indirect Strategies / Creating Analytics for Evaluating Strategies**
- **INCOTERMS & How to Use Them**

Supplemental Materials

- International Business Planning: The Foreign Market Business Plan
- Product Design, Adaptation, & Certification
- Reading Assignment

Assignment for Next Session (Electronic Submission)

- Initial Target Market Research Report

Session 4 (10/7/20) *International Product Marketing*

Live Distance Learning – 2.5 Hours

- **International Product Marketing Plans**
- **International Website & Search Engine Optimization**

Supplemental Materials

- International Trademarking
- Reading Assignment

Assignment for Next Session (Electronic Submission)

- Preliminary Product Marketing Concepts

Session 5 (10/14/20) **Cross-Cultural Business Practices***Live Distance Learning – 2.5 Hours*

- **Cross-cultural Business Practices: Do's & Don'ts**
- **International Distributor Agreements & Legal Considerations**

Supplemental Materials

- Reading Assignment

Session 6 (10/21/20) **Trade Finance & International Banking***Live Distance Learning – 2.5 Hours*

- **International Trade Finance & Banking**
- **Foreign Exchange Risk Management**

Supplemental Materials

- Risk Management & Insurance
- Reading Assignment

Session 7 (10/28/20) **Financing Support for Exporters***Live Distance Learning – 2.5 Hours*

- **Domestic International Sales Companies (DISC's)**
- **Government Export Assistance Programs**

Assignment for Next Session (Electronic Submission)

- Foreign Market Entry Plan Outline

Session 8 (11/4/20) **Export Logistics***Live Distance Learning – 2.5 Hours*

- **International Supply Chain Management & Shipping Strategies**
- **NAFTA/USMCA Update & Free Trade Agreements**

Supplemental Materials

- Navigating Through Tariffs & Other Trade Barriers

Session 9 (11/11/20) **Export Compliance***Live Distance Learning – 2.5 Hours*

- **Export Compliance/Filing Documents in ACE**
- **Export Logistics – Role of the Freight Forwarder**

Supplemental Materials

- International Product Support & Reverse Logistics

Assignment for Next Session: Foreign Market Business Plan Presentations

Session 10 (11/18/20) **Business Plan Presentations***Full-day, in person session*

- **Guest Speaker: International Business in a Post-Pandemic World**
- Company Presentations of Foreign Market Business Plans
- Q&A / Discussion / Lessons Learned with Guest Panel
- Graduation
- Program Feedback from Companies