



Helping  
NY Business  
Achieve  
Global Success



YOUR LAUNCH PAD FOR

# International Business Growth

## Learn the essential skills + strategies to export successfully!

By the end of this fast-paced program, you'll have an international business growth plan and will be on your way to expanding your markets.



### A bootcamp for your international growth plan.

- Designed for owners and executives responsible for their company's international marketing, finance and operations.
- 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.

### In a few short months, gain years of insights and experience directly from the experts.

- Participants meet for ten sessions with the first and last being in person running from 8:30am - 3:00pm at the Whitman School in Syracuse. The other eight sessions are all conducted by Zoom video calls and start at 8:30am ending at 11:00am.
- Special guest speakers from industry share their expertise on banking, cultures, currencies, intellectual property, legal contracts, marketing, selecting foreign partners, supply chains, transit, and more.



### Strategies to launch your international success.

- Interactive course on global business development combining distance learning classroom training, market research support, tools for analysis and hands-on resources in a stimulating and supportive environment.
- Learn essential skills and strategies, maximize limited resources to grow export sales or train additional staff members to join your successful exporting team.

### It's never been more convenient to take advantage of all ExportNY has to offer.

- Due to post-COVID health concerns, the program has transitioned to 2 sessions in person and 8 sessions virtual.
- Intensive, in-depth instruction will now be delivered in an engaging, fully interactive format, making program participation even more convenient for busy professional schedules.
- Class schedule: every Wednesday from 10/07/20 - 12/16/20 except for the week of Thanksgiving (10/25).
- The ExportNY 2020 Curriculum can be found at:  
<https://www.cnyiba.net/www.cnyiba.net/assets/export-2020-curriculum/>

For more  
information, please  
contact:

**Jim D'Agostino** at TDO at  
315.425.5144 or [jdagostino@tdo.org](mailto:jdagostino@tdo.org)

or **Steven King** at CNYIBA at  
315.470.1925 or [sking@cnyiba.net](mailto:sking@cnyiba.net).

The ExportNY 2020 curriculum  
is available at [www.cnyiba.net](http://www.cnyiba.net).

ExportNY is presented by:



**CNYIBA**  
CENTRAL NEW YORK INTERNATIONAL BUSINESS ALLIANCE



**Syracuse University**

# Over the years, ExportNY has proven itself to be a launch pad for growth and opportunity. Sign up today and start your journey to international business success.

- Program Cost:**
- **\$3,995** (includes up to two staff - a third person is an extra \$300).
  - **\$3,495** Special offer for CNYIBA Members with \$500 discount.  
(two staff for this price - a third person is an extra \$300)

Special Workforce Development Institute (WDI) grant application possible – Up to \$2,500 grant towards your course fees if application completed by September 11, 2020.

“The ExportNY class was integral in helping our company and me personally understand the complexities of exporting and the importance of maintaining our company's compliance with ever-changing global requirements. The valuable connections we have made through the class have been extremely useful.”

“If you are considering exporting your products, take this class. It will help you with the foundation you will need to export successfully. If you are already exporting this class will help you to update and maintain your export program.”

**Ann Stacey**, CFO – BioSpherix

“If your company wants to export or is considering exporting, this course is a must. It provides a valuable experience that guides you through the ABC's of exporting. The information is complete and thorough.”

“The instructors are world-class with hands-on experience in the real world. They are available after the course completion for any follow-up to help you with your specific needs.”

**John Jackson**, CEO – Marathon Boat Group

“I wish I had participated in it before we began exporting to the extent we have. Meeting key contacts such as representatives from Mohawk Logistics, the US Commercial Service, and other participating companies proved quite useful for not only networking but sharing experiences and best practices.”

**John Murphy**, President & CEO – Murphy & Nolan

## Recent ExportNY participants include:



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