1.   **Company Readiness to Go Global**
Global Exporting Opportunities
Possible Readiness Issues – How is Exporting Different?
Self-Assessment & Preparation – How ready is Your Company to Export?

2.   **Global Business Environment**
Global Markets - Understanding political and economic differences
How globalization affects your business – whether you export or not!
Navigating through stormy seas – tariffs & trade barriers

3.   **U. S. Dept. of Commerce: Commercial Service**
Effective resources available to exporters
Export data, market selection, finding buyers services, trade events.
Support from US embassies around the world

4.   **International Business Planning**
How to develop your international plans & why you need a plan
Strategic considerations
Business Assessment

5.   **Harmonized Codes System**
Understanding HS codes and effects on tariffs
Explanation of the Harmonized Tariff System & Schedule B Codes
Learn how to classify your product.

6.   **Foreign Market Entry Strategies**
Direct and Indirect strategies from exporting to order to foreign manufacturing
Direct Exporting, Licensing, Joint Ventures and more
Creating analytics to support business strategies

7.   **Export Regulations & Barrier Issues**
Civil Codes
Foreign Regulations
Local and Termination Laws

8.   **Export Compliance**
Learn about ECCN's and Export Licensing
Denied parties lists and sanctions – how to screen for compliance
Export Compliance Management Programs for your business

9.   **International Business Law Overview**
How different foreign regulations and legal systems can impact business
Contracting with international partners and customers
Local Termination Laws

10.   **Cross-Cultural Business Practices**
Do's and Don'ts when conducting business overseas
Foreign professionalism
Cultural sensitivity for a winning business

11.   **International Business Communications**
Trademark and brand recognition
Building relationships
How to resolve disputes

12.   **Language & Cultural Translation**
Challenges of international communication
Overcoming language barriers
Considering things within cultural context

13.   **Foreign Business Ethics / Issues**
Ethical and cultural differences you may encounter
Addressing problematic situations
Foreign Corrupt Practices Act (FCPA) – how it affects you

14.   **Risk Management and Insurance**
Assessing risks and rewards
Cargo Insurance
Picking the right insurance plans for your business

15.   **International Product Marketing**
What are distribution channels?
Effective Pricing Strategies – Landed Cost Schedules
Promotional strategies for overseas markets

16.   **Finding & Evaluating Potential Partners**
Plan your search effectively- many options available.
Methodologies for finding the right partners
Engaging, meeting, evaluating & appointing long term buyers & distributors

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EXPORTNY
SYLLABUS 2020

Eight one day sessions:

Class dates :
March: 4 & 18
April: 1, 15 & 29
May: 13 & 27
June: 10

Time
08:30 a.m. to 4:00 p.m.

Location:
Whitman School of Management, Syracuse University, Syracuse NY.

Garage Parking provided free

For more information or to register contact:

Steven King at the CNYIBA

Tel: 315-470-1800
E-mail: sking@cnyiba.net
www.cnyiba.net

Or
Jim D'Agostino at the CNYTDO

Tel: 315-425-5144
E-Mail: jdagostino@tdo.org
www.tdo.org

17. **International Marketing Communications**
Understanding your international customers' needs
Creating collaborative activity plans with distributors
Cultural differences
18. **Product Design, Adaptation, and Certification**
Adapting your product for foreign markets
Foreign Regulations & Certification of products
Adapting or Standardizing your products
19. **International Websites**
Search Engine Optimization (SEO)
How to be discovered online
Designing a concise and communicative website
20. **Preliminary Target Market Research**
What do you need to know about market options?
Great sources of data
Creating a long-term business plan
21. **Trade Finance & International Banking**
Options that ensure you get paid – forms of payment
Loans for exporters
How to obtain $50,000 in grants for exporters
22. **Foreign Exchange Risk Management**
Guides for monetary conversion
Strategies for who takes the FX risk
Maximizing profits by nation
23. **US Export-Import Bank Programs**
Export receivables insurance options
Government funding systems
Loans for your buyers
24. **Domestic-International Sales Companies (IC-DISC's)**
Tax efficiency utilizing an IC-DISC.
How to set up an IC-DISC
Features and benefits of DISCs
25. **International Supply Chain Management**
Product life cycles
Outlining the flow of supply chain costs
Matching supply with export demand
26. **Export Logistics**
The role of the freight forwarder
ACE filing for exporters
International Documentation
27. **Incoterms 2020 & Customs Brokerage**
What are Incoterms?
Using Incoterms with your overseas buyers
How to avoid issues and use the right INCOTERMS
28. **Product Support and Reverse Logistics**
Product support planning for foreign markets
Forward logistics vs reverse logistics
Reusing and recycling your product
29. **HR Planning Considerations**
Understanding and forecasting your employees' needs
How to estimate your manpower
Creating a human resource action plan
30. **Business Plan Implementation**
Creating a plan that works
How to implement your new plan
Review & plan feedback from international business leaders

EXPORTNY
SYLLABUS 2020

Program fees:
- $4,495 per company (up to two staff included for the one price). Additional 3rd person costs only $300 more.

- Grants up to $2,500 may be available if you register 6 weeks or more before the start of the class. Call for information.

- CNYIBA Members offered $500 discount.

Also included:
- Interns to assist participating companies with your export Projects
- Complimentary Garage Parking
- Breakfast and Lunch

Program presented by

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