



Kutztown University Small Business Development Center

## Expanding Your Sales From Exporting *-an interactive series of four workshops*

The goal of these workshops is to educate and inform businesses as to how to increase sales by exporting their products or services to other countries. Each workshop will have an abbreviated "Cliff Note" version Webinar for those unable to attend the workshops during the lunch hour.

Live workshops are held at:

3211 North Front Street  
Harrisburg, PA 17110

Webinars are delivered online  
via the KU SBDC Tech Studio\*

\$45 per live workshop session

\$100 for entire four part series

\$20 per webinar



This workshop series is co-sponsored by:



HARRISBURG REGIONAL  
CHAMBER & CREDC



**SBDC** Small Business Development Center  
Kutztown University of Pennsylvania  
<http://www.kutztownsbdc.org>

### Session 1—October 7, 2009—9-11:30 a.m. Webinar 12-1 p.m.

#### SUCCESSFUL LAUNCH

9-9:10—Introductions  
9:10-9:15—Session Objectives  
9:15-9:30—Why Consider Exporting  
9:30-10:00—Preparing to Export - Sources of research, trade flows, tariffs and competitive information.  
10-10:10—BREAK  
10:10-10:45—Critical elements of export finance  
10:45-11:15—Distribution & logistics - the basics of moving your products  
11:15-11:30—Export Market Plan and Final Comments

### Session 2—October 21, 2009—8-11:00 a.m. Webinar 12-1 p.m.

#### FINANCING TRADE & GETTING PAID

8:00-8:10—Introductions  
8:10-9:00—Guest Speaker on Trade Finance  
9:00-9:45—Payment Terms & Getting Paid - letters of credit and export insurance  
9:45-10:00—BREAK  
10:00-10:30—Working Capital - SBA & US Eximbank Programs—how to use them & how to apply  
10:30-11:00—2 case studies

### Session 3—October 28, 2009—9-11:30 a.m. Webinar 12-1 p.m.

#### BREAK OUT SESSIONS—FOCUS ON YOUR EXPORT QUESTIONS

9:00-10:30—**Group A**—Panel to discuss finance, logistics and marketing plan  
10:30-10:45—BREAK  
10:45-11:30—Distributor/Agent Agreements

9:00-10:30—**Group B**—Exporters Panel—What works and what doesn't in trade

10:30-10:45—BREAK  
10:45-11:30—Patents & Trademarks - questions & concerns in exporting

### Session 4—November 4, 2009—9-11:30 a.m. Webinar 12-1 p.m.

#### THE LAUNCH

9-9:10—Introductions  
9:10-9:45—Product Movement—Role of the Freight Forwarder  
9:45-10:20—Cross-cultural communications & negotiations  
10:20-10:30—BREAK  
10:30-11:00—Trade Shows - Relevance & How to Choose  
11:00-11:30—PA Trade Services

**[Click here to register at www.kutztownsbdc.org](http://www.kutztownsbdc.org)**

#### \*Kutztown SBDC Webinars

The Webinars in this series are intended for individuals that are unable to attend the live morning sessions. The webinars use WebEx web-conferencing technology. Webinars are delivered via the Internet to your computer. Participants will need a simultaneous phone and Internet connection. A small software download is required.

All programs are offered in Partnership with the U.S. Small Business Administration. The Kutztown University Small Business Development Center is partially funded under SBA 2003 Cooperative Agreement No. 3-603001-Z-0040-23 by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an expressed or implied endorsement of any of the co-sponsor(s) or participant's opinions, findings, conclusions, recommendations, products, or services. All SBDC programs and services are provided on a non-discriminatory basis and open to the public. During the course of your engagement with us, Kutztown SBDC staff may make referrals or introduce you to other business service providers during our learning programs or consulting engagement. However, Kutztown SBDC does not endorse any of our sponsors, instructors or referrals made by our staff. We strongly encourage you to carefully evaluate and check references on any sponsors, instructor, or individual referrals before entering into any agreement. The Commonwealth of Pennsylvania also is a co-sponsor of these programs. Government-related workshops also are supported by Defense Economic Transition Assistance Contract SBAHQ-02-C-0030. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Please contact Peter Hornberger at the Kutztown University



# World Trade Center

CENTRAL PENNSYLVANIA

## September WTC Roundtable focuses on "China"

Meet with fellow manufacturers who sell to China, manufacture in China or source products from China. Share your successes, strategies, problems, and risks of doing business with this global trading giant, or just listen and learn.

**Date:** September 29

**Time:** 8:30 a.m. - 10:

**Cost:** Complimentary for WTC Members  
\$15 for Non-Members

Includes Continental Breakfast

**Location:** 227 West Market Street  
York, PA 17401

*Please RSVP by September 28*

[Register by calling \(717\) 843-1090](tel:7178431090)

World Trade Center Members will lead the roundtable discussion including representatives from [Automation Systems Interconnect](#), [GGIS Information Services](#), [MCPacific Sourcing International](#), [Oven Industries](#), and [York Wallcoverings](#).

Share best practices  
Network and learn

This event is co-sponsored by [MANTEC, Inc.](#)

Tina Weyant  
World Trade Center of Central PA

email: [tina@wtccentralpa.org](mailto:tina@wtccentralpa.org)

phone: 717-843-1090

web: <http://www.wtccentralpa.org>

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"James Chan"

<[jameschan@asiamarketingmanagement.com](mailto:jameschan@asiamarketingmanagement.com)>

09/08/2009 01:25 PM

Please respond to  
<[JamesChan@AsiaMarketingManagement.com](mailto:JamesChan@AsiaMarketingManagement.com)>

To "Robert Elsas" <[Robert.Elsas@mail.doc.gov](mailto:Robert.Elsas@mail.doc.gov)>

cc

Subj China talk on September 22  
ect

Bob:

I belong to the Greater Philadelphia Senior Executives Group (GPSEG), an 800-member elite group of C-Level corporate executives and business owners. GPSEG will feature me as its speaker on China (see below). If you know of companies that want to attend this function, they can sign in as "guest" and pay \$35 which includes a full American breakfast on Tuesday, September 22 at the Marriott Conshohocken. Please call me at (215) 735-7670 if you need more details.

Best, James.

**From:** James Chan [<mailto:jameschan@asiamarketingmanagement.com>]

**Sent:** Tuesday, September 08, 2009 11:54 AM

**Subject:** "Three New Trends in the China Market"

Greater Philadelphia Senior Executives Group (GPSEG) Subgroup Meeting

[www.gpseg.org](http://www.gpseg.org)

Sept. 22, 2009 - International Executives, 7:30 a.m. - 10:00 a.m.. Held at Marriott Conshohocken. This meeting is open to all.

GPSEG Member Cost: \$25

Non-Member (Guest) Cost: \$35

After a short time off to refocus the International Executives subgroup we are back with a monthly schedule of topical and informative speakers. The program committee of Michael Settle, Michael Brent, co-chair Chip Lloyd, and chair Ed Zenzola have been hard at work to bring interesting programs to the members.

Leading off our program year is China expert James Chan. James will be presenting, "Three new trends emerging in the China market today". The presentation and discussion will focus on: China buying professional services in addition to American made products; manufacturing branded products it can call its own for Western markets; and China's attempts to accelerate domestic growth rather than rely on export growth.

James Chan, Ph.D., is founder and president of Asia Marketing and Management (AMM), a Philadelphia-based consultancy specialized in advising U.S. firms on doing business in China.

James founded his practice in 1983. He has consulted with more than 100 U.S. companies in expanding their businesses in Asia. His clients include Kodak, Lucent Technologies, 3Com, Nationwide Insurance, American Management Association, Kingsbury, University of Pennsylvania, Drug Information Association, MidMarket Capital Advisors, Right Management Consultants, Vulcan Spring & Mfg. Co., and many trade associations.

He is the author of the 60-minute DVD "Secrets of Business Success in China" and the author of the book Spare Room Tycoon. He created the phrase "the C-H-I-N-A Formula" to summarize his 26 years of hands-on experience in selling American-made products and services to China.

James received his Ph.D. in 1977 from the University of Michigan, M.A. in 1973 from the University of Chicago, and B.A. in 1970 from the University of Hong Kong. To view his background online, go to: <http://www.AsiaMarketingManagement.com>.

If you not a GPSEG member, you can still go to the GPSEG website at: [https://www.gpseg.org/meeting\\_signup.asp?MD=9/22/2009&MN=International%20Executives](https://www.gpseg.org/meeting_signup.asp?MD=9/22/2009&MN=International%20Executives) and sign up. The cost is \$35 for non-members.

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U.S. Commercial Service presents:

## ***'Expotech - Doing Business in the Americas'***

**Are you looking to grow your company by entering international markets? Are you hoping to expand your business in Latin America?**

The U.S. Commercial Service in conjunction with the Manufacturing Extension Partnership is pleased to announce *'ExporTech - Doing Business in the Americas'* business forum to be held on **December 3-4, 2009** in **Atlantic City, New Jersey**. Visit our website at:

<http://www.buyusa.gov/trenton/expotech.html>

*ExpoTech – 'Doing Business in the Americas'* is a two-day, intensive education program designed to jump start your export growth in Latin America and other foreign markets. Through a combination of expert speakers, and small group discussions – combined with real world company research on what separates the most successful exporters from the rest – this program will help you answer key strategic questions about how to grow your business in Latin America and other international markets.

***Topics to be covered include:***

\*Free Trade Agreements: Compliance and Specific Market Advantages for Exporters

\*Business Outlook and Market Opportunities in The Americas

\*Agent, Representative, Partner: Practical approaches for market entry

\*Legal aspects of business in The Americas (contracts, export controls, IPR)

\*Financing exports to the region

\*Nuances of Cultural/Language Differences

\*Getting my product/service to the market - logistics, customs issues, duties, taxes

***Cost to participate: \$295.00 per person For more information and to register, please visit our website: <http://www.buyusa.gov/trenton/expotech.html>***

Questions: Contact Debora Sykes at 856-722-1032 ([debora.sykes@mail.doc.gov](mailto:debora.sykes@mail.doc.gov))

Michael Manning at 856-722-0958 ([michael.manning@mail.doc.gov](mailto:michael.manning@mail.doc.gov))

Kathleen Phippen at 609-989-2100 ([kathleen.pippen@mail.doc.gov](mailto:kathleen.pippen@mail.doc.gov))

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