



# U.S. Commercial Service & PNC Bank

## Making Exporting Easier - Web-based Seminars

January 20, 2010 – March 31, 2010



**So You Want to Increase Your Export Sales....  
Let the U.S. Commercial Service & PNC Bank help with our  
“Making Exporting Easier” web-based seminar series.**

**January 20 – March 31, 2010**

A special thanks to FITA

All programs will be held from 10:00AM CST to 11:15 CST

Expert presenters

\$40.00 fee for each live event

Easy to use technology and interactive format allows you to ask questions.

Participate from your office or home computer.

Can't attend the live event? Order the audio/visual recordings made available shortly after the original event. \$25.00 each.



For those programs below that have already taken place, please note that each has been recorded and is available on CD for \$25.00

Jan 20

### **Where in the World are the Best Markets for Your Products? Steps for Identifying Best Export Markets**

Are you aware of the best markets for your products? This web-based seminar will touch on practical tips for identifying markets that you should consider in your export strategy. [Now Available on CD](#)

Feb 3

### **Documentation Deficiency? Learn which Documents are necessary to get Your Products Abroad An Introduction to Export Documentation**

Are you familiar with international trade terminology and the documents required to ship products overseas? During this web-based seminar you will learn the roles that each party has in the export transaction and which documents are required to minimize the risk of delays. [Now Available on CD](#)

Feb 17

### **Afraid You won't get Paid for an International Sale? Learn Common Methods of International Payment to Ensure Your Risk is Minimized**

Do you know the safest ways to get paid for an international sale? This web-based seminar will outline the common international methods of payment used in global trade and risk mitigation tools. [Now Available on CD](#)

Mar 3

### **Are Trade Shows Generating the Quality and Quantity of Sales Leads you Expect? Learn Effective Ways to use Trade Shows to Maximize Sales Leads**

This web-based seminar will give you the tools to get the most out of your international trade show experience by learning from global exhibitors, logistics providers and trade show producers. Expert speakers will discuss key marketing tactics, exhibit space and set-up considerations, and shipping your booth, samples and brochures. **Registration now closed**

Mar 17

### **Can't Make Sense of Export Classification Numbers? Learn about the Harmonized System and the General Rules of Interpretation for Successful Export Transactions – An advanced Product Classification (HS) Webinar**

This advanced course will explain the structure and logic of the Harmonized System as well as learning how to follow the “General Rules of Interpretation” (GRI's). Understanding of the Harmonized System and the GRI's is a fundamental skill that will help assure that you are in compliance with U.S. law regarding the reporting of your exports. **Registration now closed**

Mar 31

### **How can Credit Availability Boost Sales for Your Company? Learn how the U.S. Export-Import Bank and the Small Business Administration can Help You Offer Attractive Financing for Your International Customers**

This web-base seminar explores programs available to acquire needed capital for exports. Learn how export credit insurance can be used as a marketing tool for export sales and how to use credit insurance in your export marketing strategy. [Register/More Info](#)

For more information please contact Margaret Gottlieb at 314-425-3348,  
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