



Export University Exporting 101 – Introduction to Exporting

Wednesday, May 20, 2009
Kean University, Union, NJ

- 8:00 – 8:30 **Registration**
- 8:30 – 8:40 **Welcome, Overview of the Agenda**
Joel Reynoso, Director, Newark US Export Assistance Center, US Commercial Service
- 8:45 – 10:00 **Preparing for Export**
Market Research, Business Planning and Marketing, Hedging Risk
Roger S. Cohen, Lead International Trade Consultant, NJSBDC
- 10:00 – 10:15 **Break**
- 10:15 – 12:15 **Entering the Market**
Sales, Pricing, Distribution, Incoterms, Letters of Credit
Roger S. Cohen, President, Cohen International
- US Commercial Service Programs
Dina Vulpis, International Trade Specialist, US Commercial Service
- SBA Export Financing Programs
Bob Elsas, International Trade Specialist, US Small Business Administration
- 12:15 – 1:00 **Lunch**
- 1:00 – 2:00 Shipping and Transportation
Michel Wouters, President, Prestige Shipping
- 2:00 – 2:15 **Break**
- 2:15 – 3:15 **Legal Issues**

Company Business Formation Basics, Contracts Basics
Steven Richman, Esq., Duane Morris LLP
- Export Licensing
Karen Rindal, President, AR International
- 3:15 – 3:45 Export Success Stories
Luis Marrero, President, Spectra Colors Corp.
Leigh Ann Catlin, Director, International Markets, NeoStrata Company
- 3:45 – 4:15 Open Discussion Forum
- 4:15 Presentation of Diplomas