

ExportNY

Expand Markets, Increase Sales, and Maximize Profitability

Whether you are **NEW TO EXPORTING** or wish to **EXPAND YOUR CURRENT EXPORTING EFFORTS**, **THIS PROGRAM IS FOR YOU!**

ExportNY Program – Fall 2019

Exporting is one of the most effective means of expanding sales and markets for healthy businesses. A world of opportunity is out there - if you know how and where to fulfill your company's potential for success on an international scale.

THE PROGRAM. This comprehensive executive training program leverages industry, private, university and governmental resources to assist your company in increasing its growth potential through successful exporting to international markets.



The Program comprises seven training sessions on alternate Tuesdays, 8:30 am – 4:00 pm

DATES: September 24, October 8 & 22, November 5 & 19, December 3 & 10, 2019

LOCATION: The Innovative Technologies Complex, Binghamton University

LEARN THE NEW TRENDS IN GLOBAL TRADE FROM THE EXPERTS. Prominent industry and global trade consultants, as well as advisors from the U.S. Commercial Service and Global New York, ESD will present on topics including product adaptation for exporting, researching and selecting foreign markets, international marketing and e-commerce, export regulations, legal compliance, trademarks and intellectual property considerations, export finance and banking, selection of international partners, global supply chains and export logistics, risk insurance, and more.

DEVELOP YOUR OWN EXPORT PLANS OR IMPROVE EXISTING PLANS with highly customized assistance from ExportNY Program advisors & instructors, and guided research support from CIBA's interns at no additional cost.

GET IMPLEMENTATION ASSISTANCE. Following the four-month export training, the ExportNY Program will assist your company in establishing direct linkage to the foreign target markets as identified in your customized export plan.

CREDENTIALS: Certificate of ExportNY Program Completion & a CIBA/ExportNY Digital Badge

COST: \$3,500 per company. Includes education/training for multiple company participants, customized advising from the ExportNY experts and consultants, research support from student interns, breakfasts and lunches for seven class sessions, parking and classroom facility fees & materials, and subsequent export plan implementation support.

Participating companies are eligible for a training grant of up to \$2,500 from the Workforce Development Institute. Deadline for application for this grant is May 15, 2019.

TO REGISTER, contact Dr. Elena A. Iankova, Founding Director of the Center for International Business Advancement at Binghamton University, at eiankova@binghamton.edu or tel. (607) 777-5069.

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