



EXPORT LEADERS PROGRAM

PURPOSE

95% of the world's consumers live outside of our borders and the International Monetary Fund recently forecasted that nearly 87 percent of world economic growth over the next five years will take place outside of the United States. U.S. businesses seeking to find their next customer should consider exporting their goods and services.

U.S. companies, particularly small and medium-sized enterprises, often face hurdles when trying to close an export sale including lack of readily available information about exporting and market research, challenges obtaining export financing, strong competition from foreign companies and obstacles thrown up by foreign governments.

The Free Trade Alliance Export Leaders program is your resource for global expansion. For eleven consecutive years, the Export Leaders program has provided businesses indispensable training and access to foreign markets. Through the Export Leaders program, participants will develop and implement a global export strategy through a six month program which involves seminars, workshops, trade missions and match-making.

IMPORTANT DATES

February 15, 2012 – Deadline for applications

March 1, 2012 – Export Leader Participants Notified

March 29, 2012 – Session I

April 21-29, 2012 – Trade mission to Spain (Optional)

May 24, 2012 – Session II

June 21, 2012 – Session III

July 24-26, 2012 – Trade mission to Mexico (Required)

August 23, 2012 – Session IV

September 6, 2012 – Alliance Awards Luncheon and Graduation Ceremony

PROGRAM OVERVIEW

Export Leaders will participate in four full day sessions in San Antonio a trade missions to Mexico and an optional trade mission to Spain. Participants must commit in advance to attend all sessions and the trade mission to Mexico. Seminars and workshops will address:




 **Session 1 - March 29, 2012**

Overview of doing business internationally and foreign market entry strategies


- Breakfast briefing: Executive insights from U.S. & Spanish businesses that have developed successful partnerships
- ABC's of exporting, export readiness, choosing the right market and right partners
- International business protocol (Sponsored by CETEC)
- U.S. Commercial Service and other market research resources
- Organizational structure and leadership considerations for export organizations
- ***Keynote Luncheon: Rolando Pablos, Honorary Consul to Spain: Business, economic and cultural overview of Spain and its importance in accessing Europe. (Tentative)***
- Participating and making the most of foreign trade shows. ATA Carnet advantages
- Tailoring your product to a local market and global marketing

 **Trade Mission to Spain (Optional): April 21 – 29, 2012**

 **Session 2 - May 24, 2012**

Supply chain logistics, pricing considerations, and collections


- Overview of the global supply chain
- The role of freight forwarders, customs brokers, NVOCC's and other parties in the export process
- The role of Foreign Trade Zones in exporting
- Export documentation
- Keynote Luncheon
- Pricing and Incoterms
- Export packaging and handling. Considerations in product packaging and country requirements related to packaging.

 **Session 3 – June 21, 2012**

Getting Paid, Export Financing, and Legal Issues

- Letters of credit and other international collection options, factoring and debt collection remedies
- Export Financing
- Export grants & incentives
- SBA Loan Programs
- Legal Issues: Intellectual Property Rights, licensing, distribution agreements, export compliance, International Traffic in Arms Regulations (ITAR), truth in advertising and other issues of importance.

- Practical Application and keynote luncheon
- Labor Issues and foreign employees
- Country Roundtables: Group discussions with Consul Generals and trade organizations focused on countries of interest
- Preparing for the sale: Mexico trade mission overview and preparation

 **Trade Mission to Mexico (Required): July 24 – 26, 2012**

 **Session 4 – August 23, 2012**





- Company presentations of their global export strategy
- ***Keynote luncheon – Executive insights from leaders that have built export based businesses.***
- Export Leader Certification Exam

TRADE MISSIONS

The 2012 Export Leaders program offers practical experience and export development through trade missions to Spain and Mexico. Trade Missions provide:

- Practical experience of doing business in another country
- U.S. Commercial Service briefings in each country visited
- One on one business match-making meetings
- Networking opportunities

PROGRAM COST FOR PARTICIPATING

-  Application Fee: \$150.00 (non-refundable. Application fee will be applied toward participation fee if accepted)
-  Participation Fee: (includes all program materials, lunches and graduation ceremony)
 - Alliance members - \$2,000
 - Prospective Alliance members - \$2,500
 - Returning Export Leaders:
 - Alliance Members - \$150 per session
 - Prospective Alliance members - \$195 per session
-  Spain Trade Mission (Optional): \$3,500 (estimated, subject to change)
-  Mexico Trade Mission – \$1,500 (estimated, subject to change. Includes air, hotel, ground transportation, lunches and dinners, networking reception and business match-making)

PROGRAM PARTNERS

City of San Antonio, Economic Development Department
City of San Antonio, International Relations Office
