

FREE BUSINESS TRAINING

The World is Your Market

Exporting Essentials 101

About This Workshop

Expanding your business into international markets presents exciting growth opportunities—but success requires the right strategy. Hosted by Central CA SBDC's two global trade advisors, both alumni of the U.S. Department of Commerce Foreign Commercial Service and currently guiding companies and trade associations in a variety of industries to enter new markets worldwide. Join our free webinar to gain critical insights into the fundamentals of exporting, from market selection to regulatory compliance and effective partnership strategies.

What You'll Learn

Assess Readiness

Organizational preparedness and capacity for expansion

Market Analysis

Evaluating demand, competition, and regulatory requirements

Strategic Partnerships

Building distribution networks and optimizing margins

Cultural Considerations

Overcoming language and localization challenges

Taught By Tom Hanson & Geoffrey Bogart

Date & Time: March 27th, 10AM - 11:30AM

Register Here: bit.ly/3Qt2nul

Presented by the **Central California SBDC**. Learn more at CentralCaSBDC.com



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