

## Cost and Registration

**Trade Office Members:** Members receive a scholarship for one company representative to attend each of the course's training sessions (substitutes from the same company are allowed). Additional company representatives can attend each class at a cost of \$100 per person.

**Non-members:** \$1,000 to register for the entire course or \$125 for individual classes.

All participants can earn college credit by enrolling in this course at NDSU.

**Registration:** Please contact Lindsey Warner at [lindsey@ndto.com](mailto:lindsey@ndto.com) or +1 701 231 1154.

## Location and Time

Classes will be held Tuesdays, Jan. 10 - April 3, 2012 from 5:30pm - 9:00pm and will be held at:

NDSU Richard H. Barry Hall  
Room TBD  
811 Second Avenue North  
Fargo, ND



# Export Management Course



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**NDSU**  
North Dakota State University

# Export Management Certificate Course

Prepare yourself and your business for the global marketplace by enrolling in the Export Management Certificate Course sponsored by North Dakota State University and the North Dakota Trade Office.

This 12-week course will help managers avoid the common and not-so-common missteps that can create regulatory headaches and strip them of customers and profits. Participants will be introduced to international business professionals and a peer network that will discuss the critical elements of operating an export business.

The course is designed for business managers and upper-level university students.

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## The Export Management Course includes:

### Jan. 10: Orientation and Introduction to Global Trade

#### Jan 17: The Road to Export

This seminar will set the stage for the series by providing an overview of the export process and how each seminar in the series will fit together as an export “blueprint” for your company. Recommendations for building an export management team will be discussed with suggested resources from inside and outside the organization, along with the organizational impact of exporting to foreign countries. International managers from one or more exporting companies will be present to discuss the “dos and don’ts.”

**Instructor:** Sharon May, Director of Global Business Development for the North Dakota Trade Office

#### Jan. 24: Country Opportunity Analysis

The purpose of this seminar will be to provide criteria and techniques to identify and prioritize which international markets are best suited for your product line.

**Instructors:** Rajani Ganesh Pillai, Assistant Professor of Marketing, NDSU College of Business

### Jan. 31: Building and Managing a Productive Overseas Distribution Channel

Learn about the key resources in finding qualified foreign distributors for your business. Knowing where to look, and what to ask, and how to handle those email inquiries can prevent leads from thrown in the garbage can or prevent a company from wasting valuable time and resources chasing a scam. This session also will provide you with the key criteria to evaluate foreign distributors.

**Instructor:** TBA

### Feb. 7: Freight Management

You will learn the role of the freight forwarder in the export process, the services they provide and recommendations for choosing the best freight forwarder for your business.

**Instructor:** Ron Martin, international VP of Midwest Motor Express

### Feb. 14: Export Documents and Export Regulations

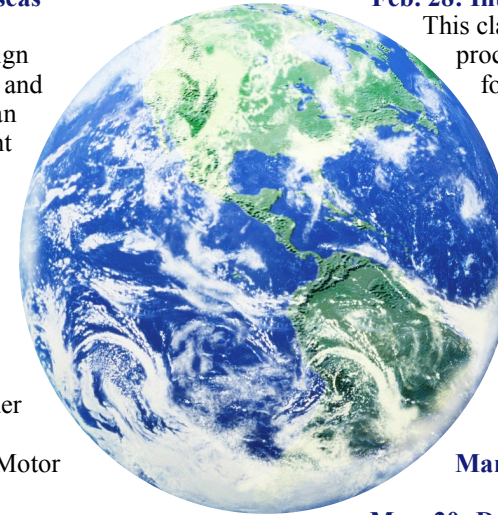
This seminar will provide key requirements for successfully getting your product across international borders. Included are the scope and purpose of export documentation, harmonized codes and tariff classifications, common problems that stall shipments at borders and how to avoid these pitfalls. This class will also cover Incoterms 2010. Incoterms are rules for shipping and delivery for use in contracts for the business-to-business sale of tangible goods. This class details when to use them, what they mean, who should know about them in a company, and why.

**Instructor:** Sharon May, Director of Global Business Development for the North Dakota Trade Office

### Feb. 21: Financing Your Export Business and Getting Paid

Exporters and their international customers have more finance options available today than ever before to ensure payment on international transactions with limited cash outlays. Learn how to get paid on international transactions, fund work in process and extend overseas credit. You will learn methods of payment, optional terms of sale. This course will provide specific examples of payment and financing processes, typical cost and will explain the role various finance institutions play in the process.

**Instructors:** John A. Novak, VP/ Manager of International Services, Bremer Bank and Curt Hanson, Principle of Trade Acceptance Group.



### Feb. 28: International Business Development

This class will summarize key learning steps within the export process and organizational efficiencies that will prepare you for growth in the international marketplace.

**Instructors:** TBA

### Mar. 6: Global Brand Identity

You will learn the importance of global branding and how to present a globally consistent yet country-relevant positioning message and “look” for your product line. Additionally, this session will cover how to protect your global brand via trademarks and copyright.

**Instructor:** Mark Olson, Principal Brand Strategist, Mojo and former Great Plains/Microsoft brand manager

### Mar. 13: Spring Break – No Class

### Mar. 20: Development and Negotiation of International Contracts

Here is your chance to learn how to develop and negotiate international contracts, including product sales agreements and contracts with agents and distributors. Instructions will provide critical elements for inclusion within a contract and some of the common mistakes in entering international agreements.

**Instructor:** Steve Dickinson, shareholder and board member of Fredrikson & Byron, an international business and corporate law firm.

### Mar. 27: Access to Capital to Finance International Expansion

This seminar will discuss various ways to raise critical capital to fund overseas expansion as well as ways to save money via tax credits and advantageous tax structures. Learn about angel funds, equity funds and other areas of revenue that can assist an SME as it grows.

**Instructors:** Donavon Johnson, Director of the Resource Management Group for the North Dakota Trade Office

### Apr. 3: Presentation Tips and Cultural Awareness

Presenting yourself and your business is a key to success anywhere. You will come out of this class with effective techniques to make your message memorable. Consideration should also be given to cultural factors, so attend to learn what to do and what not to do in many areas of international protocol.

**Instructor:** Ralf Mehnert-Meland, Director-Developer and OEM partnerships for Intelligent InSites

### Apr. 10: Student presentations of final project