



THE BROOKLYN MBDA BUSINESS CENTER

in collaboration with

THE US COMMERCIAL SERVICES | US DEPARTMENT OF COMMERCE

INVITE YOU TO JOIN A WEBINAR

TUESDAY, MARCH 29, 2022 — 11:00AM

GLOBAL MARKET RESEARCH & BASICS OF EXPORTING

Learn the basics of exporting and the many resources available to U.S. companies seeking to expand their international sales

HIGHLIGHTS INCLUDE:

- ⇒ Why exports matter
- ⇒ Market and industry research:
 - tools, guides, reports, FTAs
- ⇒ Developing an Export Strategy/Plan
- ⇒ Choosing sales channels, foreign reps, distributors
- ⇒ How to find qualified buyers/partners, trade events
- ⇒ International legal considerations:
 - export compliance
 - intellectual property
- ⇒ Preparing product for export/shipping
- ⇒ Export finance:
 - methods of payment
 - grants available
- ⇒ Global Entrepreneurship Ecosystem – key contacts

PRESENTER:

CARMELA MAMMAS

DIRECTOR, NEW YORK US EXPORT ASSISTANCE CENTER
U.S. COMMERCIAL SERVICE
U.S. DEPARTMENT OF COMMERCE
INTERNATIONAL TRADE ADMINISTRATION

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WILL BE SENT BY RESPONSE EMAIL**