

*Take Your Company Global!*

# International Market Entry Program

A SEVEN-SESSION TRAINING COURSE FOR QUALIFIED COMPANIES

You are invited to enroll in the International Market Entry Program. Designed for both accomplished companies and those ready to enter the market, the seven classes are taught by trade professionals. Learn practical information that will help you increase your market size and sales. Register now, because space is limited!

## You will learn:

- Marketing, sales and distribution
- Financing and banking
- Legal aspects of international trade
- Pricing
- Transportation and shipping
- How to participate in a trade mission

## Qualified companies:

- Must be an operating business
- Must have an identified product or service
- Must be able to attend all seven classes

## Location

Kean University  
Main Campus, Union, NJ

## Registration Fee

\$250. covers continental light meal and text book

## Register soon!

Participation is limited to 15 companies.

## Sponsored by

NJ Small Business Development Centers  
Roger S. Cohen, (800) 432-1565, roger@rogercohen.com

US Department of Commerce  
Dina Vulpis, (973) 645-4682, ext. 213, dina.vulpis@mail.doc.gov

US Small Business Administration

Kean University, Global MBA Program

## January 19 - March 2, 2007

### FRIDAY, 1/19/07, 10 AM

Preparing for Export/Import  
Market Research  
Business Planning & Marketing

### FRIDAY, 1/26/2007, 10 AM

Entering the Market  
Sales, Pricing and Distribution  
Internet & E-Commerce

### FRIDAY, 2/02/2007, 10 AM

Transportation  
Documentation & Incoterms

### FRIDAY, 2/09/2007 10 AM

Financing  
Banking, Payment, Credit Insurance

### FRIDAY 2/16/2007 10 AM

Legal Issues  
Export Licensing  
Contracts, Agreements & Intellectual Property

### FRIDAY, 2/23/2007, 10 AM

Company Tour

### FRIDAY, 03/02/2007

Video Conference with US Embassy, Canada  
Graduation

Tentative schedule. Dates and content may change according to speakers' schedules. Video conference may be held in Newark, NJ.

## Register online at

<http://www.buyusa.gov/newark/internationalmarketentry.html>

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. The New Jersey Small Business Development Centers (NJSBDC) network is also funded by the New Jersey Commerce, Economic Growth and Tourism Commission and Rutgers Business School: Graduate Programs-Newark and New Brunswick. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting Dina Vulpis of the USDOC at (973) 645-4682.