

Export University 101: Greensboro, NC

Draft Agenda - Introduction to Exporting - April 17, 2024

8:30 am - Networking and Refreshments

9:00 am - Welcome and Introductions

Stephanie Bethel, U.S. Commercial Service – Central NC
Lisa Hazlett, The Nussbaum Center for Entrepreneurship
Bill Harazin, North Carolina District Export Council

9:15 am - Program Introduction: Why Export?

Emily Gereffi, U.S. Commercial Service – Central NC
Ethel Torres, National Drug Source, LLC

9:30 am - Creating Your International Strategy: Market Research and Identifying Best Prospect Markets

Owen George, SBTDC
Stephanie Bethel, U.S. Commercial Service – Central NC

10:00 am - Networking Break

10:30 am - How to Find, Qualify, and Motivate Foreign Buyers and Partners

Dave Stewart, Hayward Flow Control
Jim Bagwell, ProvisionGard Technology LLC
Liyu Nalven, Linor Technologies
Moderator: Frances Selema, U.S. Commercial Service – Central NC

11:15 am - Incoterms and Export Documentation

Clem Schrader, North Carolina District Export Council
Matt Leggett, UPS Supply Chain Solutions

12:00 pm - Spotlight on Transportation to Mexico

Danny Petrie, The Valdan Group

12:20 pm - Break and Boxed Lunch

12:45 pm - Export Resources Panel: NC Federal and State Export Resources

Blake Jackman, Economic Development Partnership of NC
Emily Gereffi, U.S. Commercial Service - Central NC
Owen George, NC Small Business and Technology Development Center

1:15 pm - Methods of Payment and Foreign Exchange Risk

Thomas Matthias, Regions Bank

2:00 pm - Legal Considerations for Exporting – Patents & Trademarks, Export Compliance, International Contracts

David Robinson, Maynard Nexsen

3:00 - Presentation of Certificates and Close of Program

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