

# Export University 101: Greensboro, NC



## Introduction to Exporting

**April 17, 2024 | 8:30 am - 3:00 pm | Greensboro, NC**

Our popular Export University program is back in-person in Greensboro, North Carolina on Wednesday, April 17, 2024. At this one-day workshop, we will present the fundamentals of running a successful export business, with topics and speakers reflecting the most current global trends, challenges, and opportunities.

The Export University program is designed to educate both new exporters and experienced international businesses. Our speakers come directly from the North Carolina export community and share their expertise across a broad range of international topics. During this workshop, we will cover:

- Why your company should consider exporting
- Creating your international strategy, market research and identifying best prospect markets
- How to find, qualify, and motivate overseas buyers and partners
- The nuts and bolts of exporting – Incoterms, documentation, and logistics
- Methods of payment
- Legal considerations – intellectual property protection and international contracts

**What:** Export University 101 – Introduction to Exporting

**Where:** The Nussbaum Center for Entrepreneurship, Large Classroom  
1451 S. Elm-Eugene St., Greensboro, NC

**When:** Wednesday, April 17, 2024

Registration and refreshments starting at 8:30 am  
Export University will begin promptly at 9:00 am

**Cost/Registration:** The registration fee is \$65 per attendee. To register, please visit <https://ncworldtrade.org/meetinginfo.php?id=41&ts=1706231402>

**Questions?:** Contact Stephanie Bethel at the U.S. Commercial Service – Central North Carolina ([stephanie.bethel@trade.gov](mailto:stephanie.bethel@trade.gov) or 336-500-7518).

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