



Excellence in Export Education

Export University 101: Asheville, NC



Agenda - Introduction to Exporting – June 6, 2024

SPONSORED BY:

8:30 am - Networking and Refreshments

9:00 am - Welcome and Introductions

Jill Sparks, Director, A-B Tech, Small Business Center
Bill Harazin, North Carolina District Export Council

9:15 am - Program Introduction: Why Export?

Julie Detmering, Equilabar, Presidential E-Awardee

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

Enybe Diaz, U.S. Commercial Service, Appalachian Rural Export Center

10:00 am - Networking Break

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

Jonathan Szucs, Advanced SuperAbrasives, Presidential E-Awardee
Greg Sizemore, U.S. Commercial Service – NC

11:15 am - Incoterms and Export Documentation

Hans Hilgenstock, Cargo Modules
Clem Schrader, North Carolina District Export Council

12:00 pm - Break and Boxed Lunch

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

Kuldip Wasson, Economic Development Partnership of NC
Emily Gereffi, U.S. Commercial Service- Central NC
Georges Neuschwander, NC Small Business and Technology Development Center
Amanda Hill, NC Department of Agriculture, International Marketing Division

1:15 pm - Legal Considerations for Exporting – Patents & Trademarks, Export Compliance, International Contracts

Bille Harazin, Harazin Law

2:00 pm - Methods of Payment and Foreign Exchange Risk

Pat Weaver, National Sales Director, CorPay
Sandi Vazeen, VP International Advisor, PNC Bank
David Leonard, Export Finance Manager- AL, GA, KY & TN, U.S. Small Business Administration
Susan Kintanar, EXIM Bank Regional Director

3:00 pm - Presentation of Certificates and Close of Program

5:00 pm - Networking Reception – at The Cantina- Biltmore Village



The NC Export Team

