



# EXPORT LEADERSHIP ACADEMY

## *Develop, Grow and Manage Your Company's International Sales*



Ready to lead your company towards long-term strategic growth in international markets?

*This course is for you.*

### PROGRAM OVERVIEW

This ten-session course will provide individualized attention and customized guidance to your business on all major trade topics. Taught by experts from the public and private sector, this course will equip you with the knowledge and tools to succeed, then test you with practical exercises to refine your strategy.

### WE PROVIDE:

- Access to experts to guide you along the way and help you to **design and implement** your export plan
- Access to **new markets**. Did you know the U.S. Commercial Service has staff in more than 70 countries?
- A unique learning environment; you will not just learn about it, you will also practice doing it!

### COURSE FACTS:

- Held second **TUESDAY** of each month (*except July and December*)
- **LOCATION:** 1301 Gervais St., suite 1100, Columbia SC
- **TUITION:** \$1450 (*Grant funds available for qualified South Carolina companies*)



### Contact Us to Register:

**DORETTE COETSEE**

US Commercial Service

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1301 Gervais St.  
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Columbia, SC 28209

*Participation is limited to eight companies!*

Contact [Dorette.Coetsee@trade.gov](mailto:Dorette.Coetsee@trade.gov) to Register Now



## EXPORT LEADERSHIP ACADEMY

*Learn how to develop, grow and manage your Company's exports*



### COURSE CONTENT TOPICS:

This ten-month course spanning over the course of a year is designed to provide small, individualized attention on the following topics. Market Entry Strategies and Global Market Research, Foreign Market Selection, Creating and Managing an Export Department, Global Supply Chain Management and Logistics, Finding and Prospecting Qualified Foreign Buyers, Global Legal Considerations and Payment, Export Documentation, Global Finance Strategies, Foreign Direct Investment Opportunities, and Justifying International Success and Managing Change.

### WHO SHOULD APPLY:

Senior management of small to medium companies committed to international sales as an expansion strategy.

### THE COMMITMENT:

Active involvement, classroom discussion and on-site application and implementation of topics. Full attendance at the monthly meetings required.

**TUITION:** \$1450. Includes monthly Export Leadership Academy sessions, "A Basic Guide to Exporting," materials and lunches. Grant money available for qualified South Carolina companies.

### MEETING DATES:

Starting January 2017— Second TUESDAY of each month (*NO SESSIONS* in July and December)

Class Times: 9:00 a.m. – 5:00 p.m. each month

Class Dates and Location: All sessions will be held at the South Carolina Chamber of Commerce, 1301 Gervais St, Columbia SC (Suite 1100) with the exception of June 13 which will be held at the port of Charleston for a port tour and VIP session with a freight forwarder.

**January 10, February 14, March 14, April 11, May 16, June 13, August 8, September 12, October 10, November 14**

For more information, please contact  
Dorette Coetsee at [dorette.coetsee@trade.gov](mailto:dorette.coetsee@trade.gov) or your local Trade Specialist