

# INTERNATIONAL BUSINESS TRAINING WORKSHOPS for the Marine Industry



**INCREASE EXPORT SALES!** Enterprise Florida, the state's official economic development organization, has partnered with Workforce Florida, MIAAF, BDB of Martin County, Economic Development Corporation of Sarasota County and Broward County Office of Economic Development to bring you a series of International Business Training Workshops, geared specifically for the marine industry.

The primary objective of these training sessions is to provide you with the necessary skills to generate new export sales. By participating in these one day sessions, you will quickly acquire the knowledge and insight needed to help you minimize risk while maximizing your probability of business success in foreign markets.

Companies who participate in these intensive training sessions will receive the following benefits, whether you attend all or only one of the workshops:

- ▶ **Direct instruction from an industry expert.**
- ▶ **Knowledge and insights on today's global business environment and how it applies to the marine industry.**
- ▶ **A higher probability of international business success based on acquired knowledge, insights, ideas and detailed planning and execution.**
- ▶ **A written Export Plan by the end of the program including timelines, tasks and accountability which will provide you with a roadmap to short, medium and long term success.**
- ▶ **Two hours of personalized, one-on-one consulting and coaching within 6 months after the conclusion of the program.**

Each training session is valued at \$2,000 per participant but is being offered to you, as a Florida based business, **FREE OF COST\***, thanks to a generous grant by Workforce Florida.

**Space is very limited & filled on a first come, first served basis. Each session is only offered one time in each region. If you are interested, please follow the instructions below to register:**

## SESSION 3 August 18 - 20

### ENSURING PAYMENT & MANAGING RISK

- Export financing & insurance considerations
- Access to government and private sources
- Foreign exchange management strategies
- Ensuring payment and managing risk
- Export costing & pricing strategies
- Cash flow planning and forecasting

## TO REGISTER FOR SESSION 3, CALL BY AUGUST 17:

**August 18**  
**SARASOTA COUNTY**  
*(including Collier, Lee, Charlotte, and Manatee)*  
**Location:** Manatee Community College Lakewood Ranch.  
7131 Professional Pkwy., Sarasota  
**Contact:** Mireya Eavey at the EDC of Sarasota County  
meavey@edcsarasotacounty.com, Tel: 941.309.1200 ext. 105

**August 19**  
**BROWARD COUNTY**  
*(including Miami-Dade and Palm Beach)*  
**Location:** IGFA Fishing Hall of Fame, Dania Beach  
**Contact:** Samantha Zerbe to register: szerbe@broward.org, Tel: 954.357.6109

**August 20**  
**MARTIN COUNTY**  
**Location:** Wolf High Technology Center at Indian River State College  
**Contact:** Jill Marasa at the BDB of Martin County, info@bdbmc.org, Tel: 772.221.1380

For details on any of the training sessions, contact Julie Balzano at Enterprise Florida, jbalzano@eflorida.com, Tel: 305.808.3660

## Future Sessions:

### Sept. 15 - 17 MODES OF TRANSPORTATION AND OPTIMIZING COST AND EFFICIENCY

*This session will cover international logistics & supply chain management, using freight forwarders and other service providers, how to manage & motivate channel partners, and maximizing market penetration.*

### Nov. 10 - 12 HOW TO COMPLY WITH REGULATIONS, FREE TRADE AGREEMENTS AND EVALUATING POTENTIAL BUSINESS PARTNERS

*This session will cover international trade laws & regulations, analysis of free trade agreements, export controls, international trade shows & exhibitions and conducting business meetings.*

### Dec. 8 - 10 IDENTIFYING DIFFERENT MAJOR MARKET REGIONS AND TARGET MARKET CERTIFICATIONS

*This session will cover export market access, how to ensure compliance and develop the appropriate strategy for the in-market visit and target market certifications (CE, CTIX, etc.).*

\*Each session may carry a nominal food & beverage cost, as lunch is included. Please contact your specific regional organization for details.

