



Export Essentials STRATEGIES FOR GROWING GLOBAL

ON THE ROAD WITH Strategies for Growing Global

IF YOU want to expand your global presence or if you simply want to consider selling your product or service internationally, this program is for you. In **Strategies for Growing Global** you will learn the basic export process, how to find information about the best markets for your product and strategies, and resources for identifying international distribution networks.

The Minnesota Trade Office, in partnership with the Northwest Regional Small Business Development Center and Northwest Minnesota Foundation, goes on the road this fall to bring you three signature programs:

- 1 The Export Process
- 2 International Market Research
- 3 Finding and Motivating the Right Foreign Business Partner

Strategies for Growing Global will cover:

- ◆ assessing your company's export readiness
- ◆ finding the right markets for your products or services
- ◆ market entry strategies
- ◆ protecting your intellectual property
- ◆ arranging shipments and collecting payment
- ◆ strategies for locating and selecting the right distributor

Don't miss this opportunity to learn what you need to successfully sell your goods and services in the global marketplace. ◆

*Individual business counseling sessions
can be scheduled by appointment.*

THE INSTRUCTORS:

Ed Dieter, deputy director for the Minnesota Trade Office
Mark McNeil, chair of International Practice at the law firm of Lindquist and Vennum PLLP
Mary Jo Stangl, international education advisor for the Minnesota Trade Office



MINNESOTA SMALL BUSINESS
DEVELOPMENT CENTERS



Locations and Dates:

CROOKSTON—Wednesday, November 4 at Mount St. Benedict Monastery, 620 Summit Ave. ([WEB SITE](#))

BEMIDJI—Thursday, November 5 at Beltrami Electric Cooperative, 4111 Technology Dr. NW ([WEB SITE](#))

Time: 9:30 a.m. to 4 p.m. Registration begins at 9 a.m.

Fee: \$35 advanced registration, \$45 at the door. Includes a networking lunch.

More information: Contact Mary Jo Stangl at 651-259-7495 or maryjo.stangl@state.mn.us

REGISTRATION

Complete one form for each registrant. Photocopies are acceptable.

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

Web site _____

Fee: \$35 advanced registration; \$45 at the door

Make check payable to the Minnesota Trade Office.
Sorry, we cannot process credit cards.

Amount Enclosed \$ _____

Yes! I'd like an **individual business counseling session**.
Please have Mary Jo Stangl contact me to schedule.

Mail registrations to: Minnesota Department of Employment and Economic Development, MTO-Education, 1st National Bank Building, 332 Minnesota St., Suite E200, St. Paul, MN 55101-1351

E-mail registrations to: mto.edu@state.mn.us

Fax registrations to: 651-297-4265

CANCELLATION NOTICE: Pre-registered attendees will be notified 24 hours prior if this event is cancelled. Pre-registrations may be cancelled without charge with a 24-hour notice.