

WASHINGTON STATE EXPORT CERTIFICATION COURSE AND NAFTA SEMINAR

May 16-18, 2011
Bellingham, WA

About The Instructor:

JAMES FOLEY is Director of the International Trade and NAFTA Opportunity Centers at Bradley University (Peoria, Illinois), and has worked for over 20 years in international marketing, sales, and corporate management. Mr. Foley also currently serves as Director of the NASBITE Certified Global Business Professional (CGBP) Credential.

• **Contact:**

• Meg Greenfield

Tel: +1(360) 733-4014

meg.greenfield@wwu.edu

Export Certification Course

This course is certified by the Washington State Department of Commerce and follows the course outline recommended by NASBITE, the international association for the global business community. The course prepares participants to take the Certified Global Business Professional exam, offered by NASBITE, and participants will receive a certificate of completion from the Department of Commerce.

• **This Certified Export Course will Help You:**

- Learn details of export procedures
- Understand when your company should expand internationally
- Formulate an export strategy
- Overcome common mistakes made by beginning exporters
- Identify and target high-potential markets with proven market research methods
- Adapt your marketing strategies for international success
- Build expertise in export terminology



Exporting Under NAFTA

Take command of NAFTA policies with the help of a leading trade expert.

This one-day seminar will help you determine what products qualify for duty-free tariff treatment. Have issues with non-compliance? Learn how to accurately complete the NAFTA Certificate of Origin and other NAFTA documents.


• **This Seminar will Help You Understand:**

- NAFTA Rules of Origin and Annex 401
- Preference Criteria
- Regional Value Content Calculations
- Record-keeping Responsibilities

• **Who should attend:**

- Companies exporting to Canada or Mexico.

On-line Registration for the Export Course and NAFTA Seminar:

 <http://www.cevforbusiness.com>

• **Cost:** \$299

Event Organizers



Department of Commerce

Innovation is in our nature.



Center for Economic Vitality

Western Washington University
College of Business and Economics

Sponsor



Partners

