Export Bootcamp

**May 16, 2023 \* 1:00-3:00 pm CDT**

**L’Auberge Casino**

**Baton Rouge, Louisiana**

***In partnership with the***

***Minority Business Development Agency***

**AGENDA**

1. ***Introductions, Welcoming Remarks & Why Exporting Matters*** **1:00-1:15pm**

**Erin Butler, Director, Commercial Service New Orleans**

1. ***Going Global: Growing Your Business Through Exporting* 1:15-1:35 pm**

**John Henry Jackson, Senior International Trade Specialist, Commercial Service New Orleans**

1. Market selection criteria
2. Market entry strategies
3. Digital marketing
4. ***Trade Finance: Working with Local Lenders & Foreign Buyers* 1:35-1:50 pm**

**Reggie Harley, Small Business Administration**

1. Accessing export-focused financing from local lenders
2. Payment methods, including cash in advance & letters of credit
3. Using export credit insurance to manage foreign payment risk
4. ***Logistics: Getting Your Goods from Here to There*  1:50-2:10 pm**

**Winnie Tieu, Sr. Account Executive, FedEx**

1. Understanding documentation, duties & taxes
2. Shipping methods
3. Warehousing & fulfillment

***GROUP EXERCISE SESSION:* FINDING YOUR “SCHEDULE B” NUMBER 2:10-2:20 pm**

1. ***Legal Issues: Keeping Current in a Dynamic Environment* 2:20-2:40 pm**

**Saul Newsome, Principal, Newsome International Law**

1. Understanding U.S. export compliance regimes
2. Managing dispute resolution
3. Developing an international mindset for your compliance team
4. ***LED’s STEP Grant Program: Helping Kickstart Your Export Journey*  2:40-2:45 pm**  **Jessica Steverson, International Programs Director, Louisiana Economic Development**
5. ***Export Expert Session: Lessons Learned Along the Way* 2:45-2:55 pm**

**Dr. Yaye Sarr, Founder & CEO, Walo-Med**

1. ***Observations and Wrap Up*  2:55-3:00 pm**

**Erin Butler, Director, Commercial Service New Orleans**