

**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
2. *Going Global: Growing Your Business Through Exporting* 1:15-1:35 pm  
John Henry Jackson, Senior International Trade Specialist, Commercial Service New Orleans
  - a. Market selection criteria
  - b. Market entry strategies
  - c. Digital marketing
3. *Trade Finance: Working with Local Lenders & Foreign Buyers* 1:35-1:50 pm  
Reggie Harley, Small Business Administration
  - a. Accessing export-focused financing from local lenders
  - b. Payment methods, including cash in advance & letters of credit
  - c. 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
  - a. Understanding documentation, duties & taxes
  - b. Shipping methods
  - c. Warehousing & fulfillment
- GROUP EXERCISE SESSION: FINDING YOUR "SCHEDULE B" NUMBER* 2:10-2:20 pm
5. *Legal Issues: Keeping Current in a Dynamic Environment* 2:20-2:40 pm  
Saul Newsome, Principal, Newsome International Law
  - a. Understanding U.S. export compliance regimes
  - b. Managing dispute resolution
  - c. Developing an international mindset for your compliance team
6. *LED's STEP Grant Program: Helping Kickstart Your Export Journey* 2:40-2:45 pm  
Jessica Steverson, International Programs Director, Louisiana Economic Development
7. *Export Expert Session: Lessons Learned Along the Way* 2:45-2:55 pm  
Dr. Yaye Sarr, Founder & CEO, Walo-Med
8. *Observations and Wrap Up* 2:55-3:00 pm  
Erin Butler, Director, Commercial Service New Orleans