

ExportDC and DC Chamber of Commerce

Present

“WINNING THE WORLD”

EXPORT SERIES

Pre-registration announcement

Now is the time to expand your DC-based business to overseas markets. Success in the global marketplace means creating a winning strategy by minimizing your risks and building a competitive position overseas. Winning the World is an intensive series of three export sessions to help you do just that.

Each session features an interactive expert panel to address key export hurdles. In between meetings, participants will schedule one-on-one trade counseling sessions to apply techniques directly to their own export development case.

The result – you and your company will be better prepared to compete overseas and win business the world over.

Session 1: 8:30am – 12:00noon Wednesday, October 31, 2012	Session 2: 8:30am – 12:00noon Tuesday, November 13, 2012	Session 3: 8:30am – 12:00noon Wednesday, November 28, 2012
<p><u>Market Entry Strategy</u></p> <ul style="list-style-type: none"> Assess the market Industry & Competition Analysis Trade Show Best Practices <p>one-on-one trade counseling</p>	<p><u>Mitigating Export Risk</u></p> <ul style="list-style-type: none"> Protect your IP Export Controls Partner Due Diligence Export Insurance <p>one-on-one trade counseling</p>	<p><u>Competitive Positioning</u></p> <ul style="list-style-type: none"> Getting the right price Financing options New Marketing & Communications Tools <p>one-on-one trade counseling</p>

Additional information please contact: Kimberley Person, Export Counselor, DCCC 202-624-0601 or KPerson@dcchamber.org

One-on-one trade counseling sessions will be scheduled between sessions based on specific participant needs.

Space is limited. Applications for DC-based businesses will be reviewed prior to acceptance in this program. Applicants must have an exportable product or service.

