



Grow Globally to Strengthen Your Business

Did you know 95% of consumers live outside of the United States? We can help you reach that market.

The IL SBDC's International Trade Program will assist you.

- Identify potential global markets
- Identify international and domestic competitors
- Find new or additional distribution channels
- Create logistics strategies that will make your product more competitive
- This grant-funded program is FREE and confidential

Contact our International Trade Specialist, visit wpdi.clcillinois.edu/sbdc, email illinoisSBDC@clcillinois.edu, or call (847) 543-2033.



College of Lake County

International Trade Courses

Website & Social Media Globalization

This workshop will help you utilize the tools already at your fingertips to strengthen opportunities in the global marketplace. Incorporate ideas for your website making it more globally friendly to attract foreign buyers. Discover similarities and differences of social media usage around the world, developing strategies that you can utilize for your company. Discussions to include: SEO strategies, website designs, elevating your company's global image, and marketing to various cultures.

4847 TBSM 91-001 Southlake Campus
Wednesday, September 26 9:00 a.m.-12:00 p.m.
\$50 Room R228

Export Basics

Where will your next customer come from? Explore how exporting can grow your business. This workshop will discuss determining a product's export potential, assessing a company's export readiness and developing an export plan & strategy. Be proactive and take steps to grow your business. Fee includes a Continental Breakfast and cost of book valued at \$22.

4758 TBSM 92-001 Grayslake Campus
Wednesday, October 10 9:00 a.m.-12:00 p.m.
\$50 Room T326

Global Logistics and Compliance

This program will provide an overview of export controls and regulations mandated by agencies of the Federal Government and will discuss Export Shipping Documentation, Harmonized Tariff, and Global Shipping and Distribution Strategies.

4760 TBSM 95-001 Southlake Campus
Wednesday, October 24 9:00 a.m.-12:00 p.m.
\$50 Room R228

Global Human Resources

This roundtable program will focus on giving an exporter an overview of the different employment laws and norms in other countries, methods of recruiting talent in local markets, employee compensation and development.

4762 TBSM 96-001 Grayslake Campus
Wednesday, November 14 9:00 a.m.-12:00 p.m.
\$50 Room T326

Export Compliance - Beyond the Basics!

This is a fast paced export compliance class designed for exporters, shippers and manufacturers who are interested in training their staff on rules and regulations for export.

You Will Learn:

Government entities and their oversight, major export compliance control issues, Bureau of Industry and Security (BIS), Office of Foreign Asset Control, Customs and Border Patrol (CBP-Export), Census Bureau Electronic Export Invoice (EEI), and export documentation (compliance focused), corporate policies and concerns.

4375 TBSM 97-001 Southlake Campus
Tuesday, September 18 8:00 a.m.-12:00 p.m.
\$89 Room V336

Import Compliance and Other Government Agency (OGA) Awareness

This seminar provides both novice and experienced import compliance professionals with an in-depth education on import control regulations.

You Will Learn:

General import/export compliance, classifying your commodity, the import process of purchasing agreements and orders, Incoterms definitions, classifications, terms and conditions, new import regulations on consumer product safety, why you should become a C-TPAT, and FDA new import regulations.

4372 TBSM 98-001 Southlake Campus
Thursday, October 4 8:00 a.m.-12:00 p.m.
\$89 Room V328

Strategic Planning for Global Markets

"In the five years before the crisis, real [US] exports of goods and services increased by over 30 percent cumulatively."

Source: Carnegie Endowment.

Join the 17,800 Illinois businesses selling products overseas. 88% are classified as small and medium sized businesses. This interactive workshop will illustrate the importance of careful planning to enter the global market. It will feature a case study highlighting the steps necessary to achieve greater results in international business.

4373 TBSM 99-001 Grayslake Campus
Thursday, September 20 8:00 a.m.-11:30 a.m.
\$60 Room T326

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