

**Online On-Demand Free Best Practices in Exporting Webinars**  
**A SEMA Member Service**  
**7/21/20**

**General Exporting topics**

**Topic:** [Market Intelligence](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:**

Part 1 [https://www.export-u.com/WEBINARS/eu-2a-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-2a-2019/presentation_html5.html)

Part 2 [https://www.export-u.com/WEBINARS/eu-2b-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-2b-2019/presentation_html5.html)

**Content:** A two-part series providing information on market intelligence gathering affecting export prospects and how to analyze this data to produce “actionable” market intelligence. Information resources including: 1) data on global trade patterns and trends 2) demographics 3) country risk

**Speaker(s):** Bob Erwin operates the Export-U online training program for the Georgia District Council. With over 35 years of experience in the field of international trade he is recently retired from the University of Georgia SBDC International Trade Center

**Topic:** [More Intelligence](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:** [https://www.export-u.com/WEBINARS/eu-3-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-3-2019/presentation_html5.html)

**Content:** This session will help you reduce your export targets to a manageable number --- usually a short list of just the 3 to 5 markets. We will show you how to use resources on this site and elsewhere to take into account some critical “soft” data that does not always lend itself to numeric analysis, including political, economic, and cultural factors.

**Speaker(s):** Bob Erwin operates the Export-U online training program for the Georgia District Council. With over 35 years of experience in the field of international trade he is recently retired from the University of Georgia SBDC International Trade Center

**Topic:** [Costing and Pricing](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:** [https://www.export-u.com/WEBINARS/eu-4-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-4-2019/presentation_html5.html)

**Content:** In this session we will consider how your final sales price is affected by the costs associated with moving your goods overseas --- factors like land and sea freight charges, customs duties, taxes, fees, and insurance.

**Speaker(s):** Dimitris Kloussiadis is a Senior International Business Consultant with the Georgia SBDC International Trade Center. He has over 28 years' experience in international business, in both the public and private sectors. While in the private sector, he established an extensive network of international distributors and dealers in the Middle East and North African markets.

**Topic:** [Tools to Increase International Sales](#)

**Sponsor:** Export-Import Bank of the United States (EXIM)

**Link:** <https://www.exim.gov/learning-resources/video-gallery>

**Content:** EXIM's Video Gallery provides short videos that can help you to better understand the agency, the mission, and the tools that empower U.S. companies to increase their international sales. Here, you will find videos providing an overview of EXIM, as well as clips covering more specific product information. You can also find a video tailored to small businesses as well as videos featured at EXIM's Annual Conference.

**Topic:** [Website Globalization](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:**

Part 1 [https://www.export-u.com/WEBINARS/eu-10a-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-10a-2019/presentation_html5.html)

Part 2 [https://www.export-u.com/WEBINARS/eu-10b-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-10b-2019/presentation_html5.html)

Part 3 [https://www.export-u.com/WEBINARS/eu-10c-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-10c-2019/presentation_html5.html)

**Content:** 10A introduces the concept of website globalization and describes how simple enhancements can improve your website's appeal to international visitors; it also considers the pros and cons of website translation.

10B considers international website promotion and introduces the concepts of website internationalization and website localization.

10C provides a high-level overview of international E-commerce.

**Speaker(s):** George Tracy is Director of the International Trade Administration (ITA), U.S. Foreign Commercial Service in Atlanta, Georgia. Prior to joining ITA, he was the Director of Professional Services at ServiceNow, VP of Global System Solutions at ETI, Regional Manager for Latin America at Oracle, and Practice Manager for BDO Siedman's International Business Services Group, supervising consultants throughout the Southeast U.S. and Latin America.

**Topic:** [Export Documents](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:**

Part 1 [https://www.export-u.com/WEBINARS/eu-12a-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-12a-2019/presentation_html5.html)

Part 2 [https://www.export-u.com/WEBINARS/eu-12b-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-12b-2019/presentation_html5.html)

**Content:** 12A gives an overview of the export documentation process and explains how to quote on export sales using Pro-Forma Invoices. Pro-Formas spell out precisely what is proposed in the quotation, including the full product description, shipping terms, and terms of sale.

12B introduces the most common paperwork for shipping, customs clearance, compliance with export controls, and origin certification.

**Speaker(s):** Dimitris Kloussiadis is Senior International Business Consultant with the Georgia SBDC International Trade Center. With nearly 30 years experience in international business in

both the public and private sectors, he has established an extensive network of international distributors and dealers in the Middle East and North African markets.

**Topic:** [SBA Export Financing](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:** [https://www.export-u.com/WEBINARS/eu-9-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-9-2019/presentation_html5.html)

**Content:** In this session, we will introduce the three primary SBA international loan programs: Export Working Capital, Export Express, and International Trade Loans, and will consider the merits of each for various situations. This session should help you understand which loan program is appropriate to your needs, and what rules and parameters govern each type of loan guarantee.

**Speaker(s):** Ray Gibeau is a past Director of the SBA International Trade Atlanta. He joined the International Trade Division of SBA in May of 1995 as the Export Finance Officer assigned to the United States Export Assistance Center in Atlanta. In this position, he was responsible for counseling exporters on their financing needs and processing and approving loan guarantees in the US southeastern region.

**Topic:** [International Payment Terms](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:** [https://www.export-u.com/WEBINARS/eu-8-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-8-2019/presentation_html5.html)

**Content:** This webinar focuses on the merits and risks associated with several types of international payment, including cash in advance, confirmed letter-of-credit, advised letter-of-credit, cash against documents, documents against acceptance, and open account. Export credit insurance is also covered.

**Speaker(s):** Charles Boyanton Director Emeritus of the Georgia SBDC International Trade Center. Prior to joining the SBDC, Mr. Boyanton held trade finance officer positions with banks in Tennessee and Alabama, and more recently served as regional international trade officer for SBA's southeastern region.

**Topic:** [Using Incoterms for international shipping](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:** [https://www.export-u.com/WEBINARS/eu-7-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-7-2019/presentation_html5.html)

**Content:** These internationally standardized terms define the responsibilities of exporters and importers for various phases of the shipping process. The webinar also clarifies pricing, and out who is responsible for which shipping costs.

**Speaker(s):** Bob Erwin operates the Export-U online training program for the Georgia District Council. With over 35 years of experience in the field of international trade he is recently retired from the University of Georgia SBDC International Trade Center

**Topic:** [Global Risk Management](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:** [https://www.export-u.com/WEBINARS/eu-11-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-11-2019/presentation_html5.html)

**Content:** How to manage international business risk: All business entails some degree of risk and international trade is no exception. The best way to manage international trade risk is by doing your homework in advance, and then taking prudent countermeasures to limit your risk exposure. This session will explain the types of risk you may encounter and suggest ways to manage them.

**Speaker(s):** Bob Erwin operates the Export-U online training program for the Georgia District Council. With over 35 years of experience in the field of international trade he is recently retired from the University of Georgia SBDC International Trade Center

**Topic:** [Negotiating an Export Sales Agreement with a Pro Forma Invoice](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.youtube.com/watch?v=AEnC4Syr9WE>

**Content:** A pro forma invoice provides more information than a domestic quote in order to address the unique aspects of foreign sales. The pro forma invoice is the preferred method for doing international business. Created in the style of a typical commercial invoice, the pro forma invoice allows you and the buyer to understand each other clearly and negotiate the terms of sale. Once finalized, the pro forma invoice will be the basis for the commercial invoice, which is the final bill of sale. Beginning with a carefully crafted pro forma invoice and finalized with a commercial invoice, you and a foreign buyer can agree on a price and terms that will help to ensure full satisfaction to both parties.

**Topic:** [Breaking through Trade Barriers | Managing Challenges in Foreign Markets](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.trade.gov/resolve-foreign-trade-barrier>

**Date:** Apr 24, 2019

**Content:** Foreign trade barriers are broadly defined as a foreign government policy, practice or procedure that unfairly or unnecessarily restricts U.S. exports. In U.S. trade agreements, foreign governments agree to eliminate these trade barriers and TANC works to ensure countries live up to their agreement obligations. TANC classifies foreign trade barriers within four broad types: Border Barriers, Technical Barriers to Trade, Government Influence Barriers, and Business Environment Barriers.

**Topic:** [Due Diligence on Markets and Partners | Managing Challenges](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.youtube.com/watch?v=MY7PL25t43A>

**Date:** Apr 24, 2019

**Content:** This video discusses the due diligence and research that companies need to put into their market entry strategies. International market research can help companies identify different trade challenges that can affect their business both positive and negative. Watch the video brought to you by Export.gov to learn how to start researching foreign markets.

**Topic:** [Exporting Mechanics Training Video Series](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.trade.gov/training-videos-export-mechanics>

**Content:** To be successful as a new exporter, you first need to understand the basic mechanics of exporting. This training series introduces twelve key topics -- each broken into 3-5 short videos, easily viewed in any order. These videos are based on an ITA webinar series in partnership with NCBFAA.

*Tip: Please note, to access each video once you have clicked on the above link, you must click on each drop down menu to view each video.*

## **Market Specific: Europe**

**Topic:** [GDPR Compliance](#)

**Sponsor:** export-u.com; US Commercial Service

**Link:** [https://www.export-u.com/WEBINARS/eu-14-2019/presentation\\_html5.html](https://www.export-u.com/WEBINARS/eu-14-2019/presentation_html5.html)

**Content:** Europe's "General Data Protection Regulation"

This European law, which went into effect in May of 2018, profoundly affects US business. In this session we provide a high-level overview of the GDPR, how it could potentially impact your company, and what you can do to ensure your compliance.

**Speaker(s):** George Tracy is Director of the International Trade Administration (ITA), U.S. Foreign Commercial Service in Atlanta, Georgia. Prior to joining ITA, he was Director of Professional Services at ServiceNow, VP of Global System Solutions at ETI, Regional Manager for Latin America at Oracle, and Practice Manager for BDO Siedman's International Business Services Group, supervising consultants throughout the Southeast U.S. and Latin America.

**Topic:** [Selling To The EU Single Market | Certifying Your Product with CE Marking](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.youtube.com/watch?v=WBfo0L06rio>

**Content:** Many countries in the European Union share standardized trade regulations that make it easier for U.S. businesses to tap into the market. To sell to the EU, you will need to determine

if your product requires CE Marking. CE Marking indicates a manufacturer's declaration of a product's conformity. Be sure to monitor the marking standards as they change every 5 to 10 years.

### **Market Specific: Saudi Arabia**

**Topic:** [Exporting to Saudi Arabia](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** [https://www.youtube.com/watch?v=T5ANLmmR\\_LA](https://www.youtube.com/watch?v=T5ANLmmR_LA)

**Date:** Jun 24, 2019

**Content:** This video discusses the benefits of exporting to Saudi Arabia. The country has expanded its focus on the private sector leading to increased business opportunities. Doing business in Saudi Arabia has never been more important than it is today. Watch the video brought to you by Export.Gov and learn about all the benefits of exporting to Saudi Arabia.

### **Market Specific: India**

**Topic:** [What You Need to Know Before Exporting to India](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.youtube.com/watch?v=IBAAof4LH1E>

**Date:** Nov 16, 2017

**Content:** India is home to more than a billion people and is one of the world's fastest-growing economies. Exporting to India requires that U.S. businesses do their homework and establish a well-outlined plan for market entry. U.S. Commercial Service agents in seven offices across India can help U.S. businesses plan their growth into this challenging market. Watch the video brought to you by the U.S. Commercial Service to get a better taste of what business opportunities lie in India.

### **Market Specific: China**

**Topic:** [Selling to China | Certifying Your Product with the CCC Mark](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.youtube.com/watch?v=n57nZKsrpKM>

**Content:** To export to China, you need to check if your product requires the China Compulsory Certification (or “CCC”) Mark. The mark certifies that a product meets China’s national safety and quality standards.

### **Intellectual Property Rights Protection Abroad**

Additional information is available:

[Download Guide](#) This guide, produced by SEMA, provides information on protecting your intellectual property rights both in the US and abroad.

[Protecting](#) Intellectual Property rights in Export Markets: [Auto Parts](#)

**Topic:** [Recording Your IPR with U.S. Customs and Border Protection](#)

**Sponsor:** International Trade Administration

**Link:** <https://www.stopfakes.gov/article?id=Recording-Your-IPR-with-U-S-Customs-and-Border-Protection>

**Date:** 7/28/2017

**Content:** This webinar focuses on recording your U.S. register trademark with U.S. Customs and Border Protection to assist CBP in its efforts to prevent the importation of goods that infringe your registered mark. Featuring a U.S. Customs and Border attorney, working in the Office of the U.S. Intellectual Property Enforcement Coordinator, who will explain the process. Offered as part of the stopfakes.gov webinar series.

**Speaker(s):** Alaina Van Horn is a Senior Attorney-Advisor with U.S. Customs and Border Protection (CBP) in the Intellectual Property Rights Branch where she is involved in all aspects of intellectual property border enforcement.

**Topic:** [IP eLearning modules](#)

**Sponsor:** United States Patent and Trademark Office

**Link:** <https://www.uspto.gov/ip-policy/global-intellectual-property-academy/ip-elearning-modules>

**Content:** The Global Intellectual Property Academy (GIPA) produces modules on intellectual property protection and enforcement in five languages: English, Spanish, French, Arabic, and Russian. These modules cover all areas of intellectual property protection which include trade secrets, patents, copyrights, trademarks, geographical indications, enforcement and trade.

**Topic:** [Protecting Your Intellectual Property Abroad | Exporting Basics](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** [https://www.youtube.com/watch?v=e\\_W1194uwJ4](https://www.youtube.com/watch?v=e_W1194uwJ4)

**Content:** This video discusses the many precautions and steps that US exporters should take to protect their intellectual property abroad and avoid fraud. Watch the video brought to you by Export.Gov for tips on how to protect your IP abroad.

**Topic:** [Online Intellectual Property Training Module](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** [https://www.stopfakes.gov/ipr\\_training](https://www.stopfakes.gov/ipr_training)

**Content:** Use the free Online IPR Training Module to learn about evaluating, protecting, and enforcing intellectual property rights. Learn about the different types of IPR, including copyright, patent, and trademark, as well as the legal protections available for each of them.

### **Intellectual Property Rights Protection: China**

**Topic:** [CHINA IPR WEBINAR SERIES](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.stopfakes.gov/China-IPR-Webinar-Series>

**Content:** Protecting and enforcing the intellectual property rights of U.S. businesses in China is critical to the success of U.S. innovations. Developed by experts at the International Trade Administration, this series of webinars provides small and medium sized businesses the tools and information needed to sell their innovations in the Chinese market while protecting and enforcing their rights.

**Topic:** [Recording Your Trademark with Chinese Customs](#)

**Sponsor:** International Trade Administration

**Link:** <https://www.stopfakes.gov/article?id=Recording-Your-Trademark-with-Chinese-Customs>

**Content:** This video provides information regarding the procedures to record trademarks with Chinese customs for the purpose of preventing counterfeit goods from being exported from China.

**Speaker(s):** Mr. Michele Ferrante is an Italian licensed lawyer, and a partner at S&F Intellectual Property in Shanghai.

### **eCommerce**

**Topic:** [eCommerce Videos](#)

**Sponsor:** International Trade Administration

**Link:** <https://www.trade.gov/e-commerce-resources>

**Content:** A five-part video series on eCommerce covering the following topics:

1. ECommerce Website Optimization
2. Choosing the Right eCommerce Sales Channel



3. Build Your Digital Brand Abroad
4. How to Get Paid
5. eCommerce International Shipping Options

**Topic:** [Build Your Digital Brand Abroad](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.youtube.com/watch?v=SZgMC1If3Qg>

**Date:** Jun 22, 2018

**Content:** One of the most important parts of participating in international eCommerce is establishing your brand. You want your company to be recognizable online to overseas consumers. There's a lot more to consider when attempting to reach overseas consumers than American consumers. You need to conduct thorough research of your intended markets to understand how to best draw in more business. This latest video from the U.S. Commercial Service takes you through all the steps of building your international eCommerce brand to ensure you gain success overseas—from cultural research to search engine optimization and everything in between. Watch the video today to get started on building your international brand.

**Topic:** [Choosing the Right eCommerce Sales Channel Mix](#)

**Sponsor:** US Commercial Service, International Trade Administration

**Link:** <https://www.youtube.com/watch?v=UkWQc93UH4s>

**Date:** Jun 22, 2018

**Content:** Do you sell your products directly on your website, or should you seek out a different eCommerce channel on which to sell your items? The U.S. Commercial Service's latest episode in the eCommerce video series discusses different eCommerce sales channels.