

# Introduction to International Trade & Global Business

The Chamber Coalition in New York has successfully promoted International Trade & Global Business for almost a decade. During this time we have established ourselves as a modern service provider and a reliable partner to international businesses. The Coalition advises companies in various aspects of bilateral business development in the United States and throughout the Caribbean, Africa and Latin America. To better prepare our members and associates, the Chamber has created an Introduction to International Trade & Global Business as follows:

**Tuesday, October 1, 2019 from 6pm**

## *Session 1: The World Is Your Oyster, Find Your Pearl*

The world is getting smaller and this is an exciting and lucrative time to get into international trade and global business. This first session touches on the various aspects of being successful on the global market. We will also look at emerging markets, export and import policies and practices including marine insurance, tariff legislation and duties.

***IQ I: Site selection services for companies in the USA***

**Tuesday, October 8, 2019 from 6pm**

## *Session 2: Creating an Effective Export Plan*

If you are planning to start a business, you need a business plan. If you are looking to get into exporting, you need an export plan. Creating an export plan will help you to identify the strengths and weaknesses to ensure the success of your project on the international market. Before diving in, learn all the aspects that go into an export plan and how to put them together for success in foreign markets.

***IQ II: Market Studies***

**Tuesday, October 15, 2019 from 6pm**

## *Session 3: Marketing to a Global Market*

Welcome to the world of international trade and global business. This session covers the concepts of marketing on an international stage and addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies as well as global business etiquette to help you create strong international partnerships and agreements.

***IQ III: Office Representation***



**Tuesday, October 22, 2019 from 6pm**

## *Session 4: Negotiating, Finance, Getting Paid and International Legal Issues*

This session helps you to develop an understanding of the legal environment of global business and also provides an introduction to international banking, financial markets, global government, and private financial institutions. The bottom line is always getting paid. No export deal can be considered a success until payment reaches your account. Of course, there are risks on both sides of the transaction. You will learn about the various methods of payment used in international transactions to reduce risk as well as negotiating basics.

***IQ IV: Tradeshow Support and Assistance***

**Tuesday, October 29, 2019 from 6pm**

## *Session 5: Globalizing Your Website & Doing Business in Africa*

Companies that want to take advantage of the unique opportunities the internet offers need to adapt to the international marketplace. Learn how to make your website more business ready to foreign buyers. This session will provide discuss the tools and resources for updating your website and growing your international sales.

***IQ V: Strategic Relationships***

**FREE to Chamber members ONLY. Non-members: \$19.95!**



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Innovative Solutions & Legal Guidance for Your Business Success

**For more information and to register:**

Visit [www.chambercoalition.org](http://www.chambercoalition.org)

Email: [info@mynacc.org](mailto:info@mynacc.org)

Call: 718-722-9217

Location:

26 Court Street, Suite 701, Downtown Brooklyn.

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