



## Trade Education Series - Fall 2018

1

### Accidental Exporter

Wednesday, September 19

4:00 - 6:00 PM

Portland

Are you ready to export? This brief introductory session will cover the key things to consider when selling your products overseas and provide networking time to meet the MITC team.

1

### Export 101

Wednesday, October 10

8:30 - 11:30 AM

Portland

Our expert speakers will cover the essentials for exporters in each of the four pillars of international trade – logistics, finance, legal, and marketing – with plenty of time for Q&A.

3

### International Traffic in Arms Regulations (ITAR) Training

Thursday, November 1

8:30 AM - 4:30 PM

Portland

If your company exports defense products, services, and technical data, you won't want to miss this training with Mike Allocca. Along with an understanding of your role and responsibility, you'll leave with a copy of the ITAR regulations and complete reference material moving forward.

2

### International Marketing Online and Global Social Media

Thursday, November 15

11:00 AM - 12:00 PM

Live Webinar

Topics covered will include: website localization and why you need it, global social media platforms, B2B and B2C social media use, adwords versus organic, and measuring success.

# Trade Education Series - Winter/Spring 2019

2

## International Documentation Training

Thursday, March 21

8:30 AM - 4:30 PM

Auburn

Many companies suffer unnecessary shipment delays, Customs audits, and demurrage charges due to incomplete or inaccurate documentation for shipments. In this training with Mike Allocca, you will learn step-by-step when and how to correctly fill out international documents.

2

## Import Compliance

Tuesday, April 23

8:30 AM - 4:30 PM

Portland

This training will cover the roles and responsibilities the importer must be aware of in order to avoid fines, delays, and possible loss of import privileges.

1

## Export 101

Thursday, April 25

8:30 - 11:30 AM

Bangor

Our expert speakers will cover the essentials for exporters in each of the four pillars of international trade – logistics, finance, legal, and marketing – with plenty of time for Q&A.

2

## International Small Package Shipping

Wednesday, June 5

11:00 - 11:45 AM

Live Webinar

Learn how to best take advantage of what the big three (UPS, DHL, and FedEx) offer and be confident that your shipments are export compliant, as well as a few "gotchas" to avoid. Our presenter, a former logistics manager whose team did 85-100 small pack exports/day, will share best tricks of the trade.

2

## Export Finance Assistance

Date and Time TBD

Live Webinar

Did you know EXIM Bank and the US Small Business Administration finance the export of goods and services to international markets and help companies compete globally? This workshop will provide an overview of assistance from these federal agencies. In addition, you'll learn how your local bank can help structure international payment transactions.

3

## Expotech Maine 2019

Dates TBD

8:30 AM - 4:30 PM

Portland

Expotech™ is a structured process that helps manufacturers expand international sales. Companies participate in 3 workshops and obtain individualized coaching to develop an actionable export growth plan in 10 weeks.

Entry Level 1

Mid Level 2

Experienced Level 3

Learn more and register online at  
[mitc.com](http://mitc.com)