



Tuesday, December 9, 2014 | Sacramento, California

Workshop Agenda:

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| 9:00-9:30 a.m. | Check-in and Networking |
| 9:30-9:40 a.m. | WUSATA, California Department of Food and Agriculture, and Center for International Trade Development Welcome
Welcome, overview of agenda, introductions.
Speakers: WUSATA, CDFA, CITD |
| 9:40-10:40 a.m. | Opportunities for Agribusinesses Abroad and How to Enter the Global Market
Why export? Learn how to find the customers, qualify them and make an international sale as safe and easy as a domestic one.
Speaker: John Spiers, Author of "How Small Businesses Trade Worldwide," is an adjunct lecturer who has been trading worldwide since 1974. He lectures on the topic of small business international trade at dozens of colleges and his export sales program has proven effective for food and agricultural companies large and small. |
| 10:40-11:40 a.m. | WUSATA Services Overview (Including Branded Program)
Learn how to connect with foreign buyers, receive 50% reimbursement on eligible international marketing expenses through our Branded Program, access trade leads and more.
Speaker: Tallie Kuraspediani, WUSATA |
| 11:40-noon | State Resources and Initiatives
Speakers: Alicia Rios, CITD; George Tastard, Sacramento U.S. Export Assistance Center |
| Noon-1 p.m. | Lunch/Networking |
| 1 p.m.-4 p.m. | Personalized Company Breakout Sessions (Optional) |

