

EXPORT CONSULTATIONS/TRAINING

2013 EXPLORE EXPORTING SEMINAR/ BRANDED PROGRAM WORKSHOP MT

Tuesday, Jun 18, 2013

Registration: Tuesday, Apr 30 - Thursday, Jun 13, 2013

Montana | United States of America

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **Explore Exporting Seminar & Branded Program Workshop Missoula, Montana June 18, 2013 | 8:30am to 2:45pm** Start-up or expand your sales by tapping into the 95.5% of consumers living outside the USA. Keynote speaker, John Spiers, will teach participants how to find the customers, qualify them, and make an export sale as safe and easy as domestic business. John is an adjunct lecturer who has been trading worldwide since 1974 and his export sales program has proven effective for food companies large and small. Seminar participants will also learn how to double their international marketing budget through **WUSATA's Branded Program**. Action steps will be clearly laid out and follow-up assistance will be made available. Other seminar topics include:

- Opportunity analysis of food consumption trends around the world
- How food businesses enter the global market
- Overview on financing your international trade transactions
- Local Montana food business testimonials
- Overview on how to get your products to a new market
- Learn how to benefit from WUSATA's Branded Program, a 50% cost reimbursement program on eligible international marketing expenses
- Access to local trade resources and more!

Agenda: To access the full seminar agenda, click on the below "Download More Information" section.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Nursery
Nutraceutical	Organic	Produce	Pet Food and Products
Retail Products	Seafood		