



## Important Dates

- **Applications Due: March 24, 2024**
- **Steering Committee Review & Application Notification Period: March 25 - April 5, 2024**

## Training Schedule

<b>DATES</b>	<b>VENUE</b> (In-person & Online)	<b>PURPOSE</b> (Export Readiness)
<b>April 8-12, 2024</b> 1-hour meeting to be scheduled	<b><u>Virtual meetings (Option 1) with export expert adviser</u></b>	To gain a deeper understanding of your company and export goals.
<b>April 15-19, 2024</b> 1-hour meeting to be scheduled	<b><u>In-person meetings (Option 2) with export expert adviser</u></b>	To gain a deeper understanding of your company and export goals.
<b>April 22, 2024</b> 4:00-6:00PM	<b><u>In-person GSEA launch and group orientation meeting</u></b> for all Cohort Business participating in the GSEA program. Port of Seattle Pier 69	<b>Introduction of GSEA Program</b> Orientation and Program Launch with Cohort One and Partners

### Export Module 1 of 6

**April 23 & 25**  
**3:00- 4:30PM**

**Online ZOOM Sessions 1 & 2 (60-90 mins each)** with instruction from Vern Jenkins and invited experts

<b>Part 1</b>  <b>Review Your Export Market Readiness</b>	<ul style="list-style-type: none"> <li>• Organize your company's Export Readiness Initiatives</li> <li>• Evaluate your company's Operational &amp; Financial Capabilities</li> </ul>	Cohort businesses complete GSEA
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	<ul style="list-style-type: none"> <li>Define your company's desired Export Outcomes</li> </ul>	
<b>Part 2</b>  <b>Review Your Export Market Readiness</b>	<ul style="list-style-type: none"> <li>Review internal shipping and supply chain capabilities</li> <li>Review Internal Sales and Marketing Capabilities</li> <li>Review selected products, production &amp; shipping capabilities</li> </ul>	Cohort businesses complete GSEA

<p><b>Export Module 2 of 6</b></p> <p><b>April 30 &amp; May 2</b></p> <p><b>3:00- 4:30PM</b></p> <p><b>Online ZOOM Sessions 3 &amp; 4 (60-90 mins each)</b> with instruction from Vern Jenkins and invited experts</p>		
<b>Part 1</b>  <b>Build an Effective Export Organization</b>	<ul style="list-style-type: none"> <li>Establish and develop an Export Management Team</li> <li>Identify and select helpful Export Assistance Programs</li> </ul> <p style="padding-left: 40px;">Determine required Export documentation and approvals</p>	Cohort businesses complete GSEA
<b>Part 2</b>  <b>Build an Effective Export Organization</b>	<ul style="list-style-type: none"> <li>Identify international shipping &amp; supply chain needs</li> <li>Evaluate your product manufacturing &amp; packaging capabilities</li> <li>Explore Copy Right, Trademark, Patent &amp; Trade Agreements</li> </ul>	Cohort businesses complete GSEA

### Export Module 3 of 6

**May 7 & 9**  
**3:00 - 4:30PM**

**Online ZOOM Sessions 5 & 6 (60-90 mins each)** with instruction from Vern Jenkins and invited experts

<b>Part 1</b> <b>Research Foreign Market Opportunities</b>	<ul style="list-style-type: none"><li>• Research your product demand in targeted foreign markets</li><li>• Identify foreign market sales and distribution channels</li><li>• Evaluate risks and barriers for selected market(s) (SWOT)</li></ul>	Cohort businesses complete GSEA
<b>Part 2</b> <b>Research Foreign Market Opportunities</b>	<ul style="list-style-type: none"><li>• Evaluate your Product's FOUR P's in Target Foreign Markets</li><li>• Identify best fit sales channels for target foreign market(s)</li><li>• Complete a market fit analysis for each target product</li></ul>	Cohort businesses complete GSEA

### Export Module 4 of 6

**May 14 & 16**  
**3:00 - 4:30PM**

**Online ZOOM Sessions 7 & 8 (60-90 mins each)** with instruction from Vern Jenkins and invited experts

<b>Part 1</b> <b>Market Selection and Entry Strategies</b>	<ul style="list-style-type: none"><li>• Calculate your product(s) landed costs for selected markets</li><li>• Best practices for qualifying your potential foreign buyers</li></ul> <p>Guidelines for shipping products overseas (Incoterms)</p>	Cohort businesses complete GSEA
<b>Part 2</b> <b>Market Selection and Entry Strategies</b>	<ul style="list-style-type: none"><li>• Estimate Market Entry &amp; Foreign Market Management Costs</li><li>• Select your initial foreign market entry method(s)</li><li>• How to prepare for Trade Missions &amp; Foreign Buyer Meetings</li></ul>	Cohort businesses complete GSEA

## Export Module 5 of 6

**May 21 & 23**  
**3:00 - 4:30PM**

**Online ZOOM Sessions 9 & 10** (60-90 mins each) with instruction from Vern Jenkins and invited experts

<p><b>Part 1</b></p> <p><b>Export Business Plan and Financing</b></p>	<ul style="list-style-type: none"> <li>• Develop credit policies and manage buyer payment terms</li> <li>• Estimate timelines and cost for increased production capacity</li> <li>• Evaluate Exim Bank and SBA Financing options for Exporters</li> </ul>	Cohort businesses complete GSEA
<p><b>Part 2</b></p> <p><b>Export Business Plan and Financing</b></p>	<ul style="list-style-type: none"> <li>• Summarize financing needs to enter a specific foreign market</li> <li>• Outline up to (2) year costs, projected sales and use of funds</li> <li>• Finalize an Export Business Plan to obtain required funding</li> </ul>	Cohort businesses complete GSEA

<p><b>May 20-24</b></p> <p>Consultant Onsite Visits</p>	<p>Vern Jenkins conduct <b>One-on-One Trade Advising Meetings with each Cohort Business</b> to review their Export Business Plans and Market Entry Readiness</p>	<p><b>Prepare Cohort Business for presenting their Export Business Plan</b> based on selected product &amp; target foreign markets</p>
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## Export Module 6

**May 28 & 30**  
**3:00 - 4:30PM**

**Online ZOOM Sessions 11 & 12** (60-90 mins each) with Instruction from Vern Jenkins & invited experts

<p><b>Part 1</b></p>	<ul style="list-style-type: none"> <li>• Review current worldwide Harmonized Tariff System</li> <li>• Understand the role of CBP and EAR relative to US Exporters</li> </ul>	Cohort businesses complete GSEA
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<b>Export Compliance Management</b>	<ul style="list-style-type: none"> <li>Review Export Compliance Websites &amp; Government Agencies</li> </ul>	
<b>Part 2</b> <b>Export Compliance Management</b>	<ul style="list-style-type: none"> <li>Export compliance responsibilities for controlled technologies</li> <li>Best Practices for managing common export compliance issues</li> <li>Resources for developing In-house Export Compliance Program</li> </ul>	Cohort businesses complete GSEA

Note: Participating Businesses will have training-related homework

<b>May 31</b> 10:00AM –Noon	<b>Group presentation to by each Cohort Business</b> In-person meeting to share Export business plan and key strategies for entering selected foreign markets	<b>Have Cohort Businesses Present their Export Business plans</b> based on selected product(s) and target foreign markets
<b>May 31</b>	<b>Celebration Lunch</b>	