



Important Dates

- **Applications Due: March 31, 2024**
- **Steering Committee Review & Application Notification Period: March 25 - April 5, 2024**

Training Schedule

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

Part 1 Review Your Export Market Readiness	<ul style="list-style-type: none"> • Organize your company's Export Readiness Initiatives • Evaluate your company's Operational & Financial Capabilities 	Cohort businesses complete GSEA
---	--	---------------------------------

	<ul style="list-style-type: none"> Define your company's desired Export Outcomes 	
Part 2 Review Your Export Market Readiness	<ul style="list-style-type: none"> Review internal shipping and supply chain capabilities Review Internal Sales and Marketing Capabilities Review selected products, production & shipping capabilities 	Cohort businesses complete GSEA

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

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

Part 1 Market Selection and Entry Strategies	<ul style="list-style-type: none">• Calculate your product(s) landed costs for selected markets• Best practices for qualifying your potential foreign buyers <p>Guidelines for shipping products overseas (Incoterms)</p>	Cohort businesses complete GSEA
Part 2 Market Selection and Entry Strategies	<ul style="list-style-type: none">• Estimate Market Entry & Foreign Market Management Costs• Select your initial foreign market entry method(s)• How to prepare for Trade Missions & Foreign Buyer Meetings	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>Part 1</p> <p>Export Business Plan and Financing</p>	<ul style="list-style-type: none"> • Develop credit policies and manage buyer payment terms • Estimate timelines and cost for increased production capacity • Evaluate Exim Bank and SBA Financing options for Exporters 	Cohort businesses complete GSEA
<p>Part 2</p> <p>Export Business Plan and Financing</p>	<ul style="list-style-type: none"> • Summarize financing needs to enter a specific foreign market • Outline up to (2) year costs, projected sales and use of funds • Finalize an Export Business Plan to obtain required funding 	Cohort businesses complete GSEA

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

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>Part 1</p>	<ul style="list-style-type: none"> • Review current worldwide Harmonized Tariff System • Understand the role of CBP and EAR relative to US Exporters 	Cohort businesses complete GSEA
----------------------	--	---------------------------------

Export Compliance Management	<ul style="list-style-type: none"> Review Export Compliance Websites & Government Agencies 	
Part 2 Export Compliance Management	<ul style="list-style-type: none"> Export compliance responsibilities for controlled technologies Best Practices for managing common export compliance issues Resources for developing In-house Export Compliance Program 	Cohort businesses complete GSEA

Note: Participating Businesses will have training-related homework

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