



Important Dates

- **Cohort #3: Interested Export Businesses Submit Online GSEA Application by: January 31, 2025**
- **GSEA Steering Committee Application Review & Notification Period: February 3, – February 7, 2025**

GSEA MEETINGS SCHEDULE:

DATES	VENUE (In-person & Online Meetings)	PURPOSE (Evaluate Export Readiness)
February 10-14, 2025 Online meetings to be scheduled	<u>Online Virtual meetings with GSEA Program Adviser- Vern Jenkins (45 - 60 minutes)</u>	To gain an understanding of your company's products/services and current export goals.
February 17-28, 2025 1-hour meetings to be scheduled	<u>In-person visits - onsite at participating export business location with GSEA Adviser: 45 - 60 minutes</u>	To gain an understanding of your company's products/services and current export goals
March 3, 2025 4:00-6:00PM	<u>In-person GSEA launch meeting and group orientation</u> for all Cohort (3) business participating in the GSEA program. Held at the Washington Athletic Club (WAC)	Introduction of GSEA Program and Program Launch with <u>Cohort THREE Businesses</u> and Seattle Area Partners

GSEA Participants Attend ONLINE Export Module (1) of (6)

Tuesday, March 11th – Thursday, March 13th
3:00- 4:30 PM

Online MS TEAMS Session (60-90 mins each) Instruction by Vern Jenkins and invited experts

Review Your Export Market Readiness and

- Review company's Export Readiness Initiatives

Cohort (3) Businesses to complete GSEA Webinar Module ONE Online.

Business Plan Elements	<ul style="list-style-type: none"> • Evaluate your company's operational & financial capabilities • Define your company's desired export outcomes as related to business plan • Review selected products, production & shipping capabilities 	
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<p>ONLINE Export Module (2) of (6)</p> <p>Tuesday, March 18th – Thursday, March 20th</p> <p>3:00- 4:30 PM</p> <p>Online MS TEAMS Session (60-90 mins each) Instruction by Vern Jenkins and invited experts</p>		
Review Your Export Business Plan and Market Entry Strategies	<ul style="list-style-type: none"> • Review your export management team • Identify and select helpful export assistance programs • Discuss export market entry strategies and related export business plans • Review SWOT homework assignment 	Cohort (3) Businesses to complete GSEA Webinar Module TWO Online.

<p>ONLINE Export Module (3) of (6)</p> <p>Tuesday, March 25th – Thursday, March 27th</p> <p>3:00- 4:30 PM</p> <p>Online MS TEAMS Session (60-90 mins each) Instruction by Vern Jenkins and invited experts</p>		
Review Foreign Market Opportunities, Risks and Barriers	<ul style="list-style-type: none"> • Research your product demand in targeted foreign markets • How to evaluate foreign market sales and distribution channels • Evaluate risks and barriers for selected market(s) (SWOT) • Review Landed Costs Formula 	Cohort (3) Businesses to complete GSEA Webinar Module THREE Online.

ONLINE Export Module (4) of (6)

**Tuesday, April 1st –
Thursday, April 3rd
3:00- 4:30 PM**

Online MS TEAMS Session (60-90 mins each) Instruction by Vern Jenkins and invited experts

Review Shipping Terms and Calculating Landed Costs for target Export Products

- Calculate your product(s) landed costs for selected markets
- Best practices for qualifying your potential foreign buyers
- Guidelines for shipping products overseas (Incoterms)

Cohort (3) Businesses to complete GSEA Webinar Module FOUR Online.

ONLINE Export Module (5) of (6)

**Tuesday, April 8th –
Thursday, April 10th
3:00- 4:30 PM**

Online MS TEAMS Session (60-90 mins each) Instruction by Vern Jenkins and invited experts

Export Business Plan and Financing with EXIM and/or SBA International Trade Programs

- Review credit policies and foreign buyer payment terms
- Estimate timelines and cost for increased production capacity
- Evaluate Exim Bank and SBA Financing options for Exporters
- Review current business Module

Cohort (3) Businesses to complete GSEA Webinar Module FIVE Online.

ONLINE Export Module (6)

**Tuesday, April 15th –
Thursday, April 17th
3:00- 4:30 PM**

Online MS TEAMS Session (60-90 mins each) Instruction by Vern Jenkins and invited experts

Export Business Model Review and Export

- Summarize current business model for exporting to foreign markets

Cohort (3) Businesses to complete GSEA Webinar Module SIX Online.

Compliance with Int'l Attorney	<ul style="list-style-type: none"> • Review trademark and IP issues and other export compliance regulations • Review key elements for export business plan presentation 	
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Note: Participating Cohort Businesses will have Homework Assignments related to Each Online Module

<p>Week of April 21st – 25th, 2025</p> <p>Vern Jenkins conduct 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>
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<p>April 28, 2025 Presentation & Celebration Lunch</p> <p>10:00 AM – 1:00 PM (Location TBD)</p>	<p>Export Business Plan Presentation by Each Cohort Business: In-person meeting to share Export Business Plan and key strategies for entering selected foreign markets.</p>	<p>Have Cohort Businesses Present their Export Business plans based on selected product(s) and target foreign markets</p>
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