

Essential Training for Global Growth Receive a certificate and digital badge*

Unlock your global business potential at Bryant University's Business Entrepreneurship Leadership Center (BELC)! Gain hands-on experience in exporting fundamentals, from international market research and regulations to logistics, financing, and entry strategies for global markets. Complete 3 out of 4 engaging modules to earn a valuable continuing education unit and a digital badge, showcasing your expertise. Take the first step toward becoming a leader in international business!

Who should attend?

- Rhode Island businesses interested in international trade
- Professionals interested in professional development opportunities
- Students (limited seats available)

Modality: All modules are in person

Cost: There is no charge for attendees

Location: BELC at Bryant University, 100 Salem Street, Smithfield, RI

Register here: <https://bit.ly/4dlBylt>



MODULES

Tuesday, October 29, 2024
8:00 - 10:00 AM

► **Module 1** **Introduction to Exporting**

INSTRUCTOR:
Manuel Batlle, MBA, CGBP

Gain a foundational understanding of exporting, covering market research, regulations, logistics, and the initial steps to take when entering international markets. In addition, you will also learn the benefits for your business, the key trends in international trade, and we will help you to identify the right market for your product or service.

Thursday, October 31, 2024
8:00 - 10:00 AM

► **Module 2** **Developing an Export Marketing Plan**

INSTRUCTOR:
Cecilia Pirotto, MBA, CGBP

This module will guide you through creating an export marketing plan tailored to your business. Key topics include:

- Analyzing economic, political environment, and competitive landscape.
- Identifying potential threats and opportunities in target markets.
- Understanding trade agreements.

Tuesday, November 5, 2024
8:00 - 10:00 AM

► **Module 3** **Export Documentation and Compliance**

INSTRUCTOR:
Sandra Castro

This module equips participants with the knowledge of:

- The essential export documents, including commercial invoices, packing lists, certificates of origin, bills of lading, and more. Learn how to prepare them to avoid delays and legal issues.
- Key export regulations, including export controls, licensing requirements, and sanctions.

Thursday, November 7, 2024
8:00 - 10:00 AM

► **Module 4** **Export Financing and Payment Methods**

INSTRUCTORS:
Joe Raycraft and Richard Foy

Explore various financing options and payment methods, such as letter of credit, to minimize risks in international transactions and ensure smooth financial operations. Learn how to leverage working capital loans, and government backed programs to support your export growth.

INSTRUCTORS BIOS

Manuel Batlle is the Associate State Director of the Rhode Island SBDC. Manuel is a seasoned entrepreneur, professor, and Certified Global Business Professional (CGBP). He holds an MBA from LSU, completed The Executive Program at the University of Virginia, and has extensive C-level experience in international trade, food manufacturing, and the wine and spirits industry.

Cecilia Pirotto is the Associate Director of International Trade Development at the Chafee Center. She brings over 20 years of experience in B2C and B2B international marketing across various industries, including consumer goods, healthcare, non-profits, and manufacturing. She has successfully opened new markets in Argentina, Mexico, Canada, and the U.K.

Sandra Castro is the Director of Business Management at JF Moran, has over 17 years of expertise in international trade, specializing in imports, exports, and supply chain consultation. She excels in optimizing logistics processes, driving innovation, and fostering global business relationships, making her a key player in the international trade industry.

Joe Raycraft is the Export Finance Manager of the New England Region, U.S. Small Business Administration. He is an accomplished finance professional with over two decades of experience in commercial lending, business development, and international trade. In his current role at the SBA, Joseph plays a pivotal role in facilitating access to export financing for small and mid-size businesses across the region.

Richard Foy is the Regional Director at EXIM Bank (Export-Import). He works with exporters, lenders, and industry leaders to ensure that the bank's programs are understood and utilized. Prior to joining the bank, Richard was the VP of Commercial Lending at International Financial Group.

***Continuing Education Certificate** - Participants who complete 3 out of 4 modules will earn a digital badge, an online credential that verifies your skills and achievements. This represents one unit of continuing education, awarded at the conclusion of the final module on November 12, 2024.

Questions? Contact Ceci Pirotto, Associate Director of International Trade Development at 401-232-6483 or email cpirotto@bryant.edu

