



Beginner's Guide to the Export-Import Business

Learn the basic practices and procedures for a profitable Export/Import business.

This three-hour seminar will offer:

- practical “how-to” steps for researching markets
- develop an Export/Import marketing plan
- tips on successful implementation
- overview on legalities and regulations
- finance options

Businesses and entrepreneurs will both benefit from this workshop.

This seminar is presented by Harvey R. Shoemack who has over 30 years experience in international business. Harvey is the founder and president of The International Marketing Center, Ltd., a private firm specializing in domestic and international consulting services to corporations, associations, government agencies, and individual entrepreneurs. He is also a writer, textbook reviewer/editor, and a frequent keynote speaker on various aspects of marketing and international trade.

Participants will receive a comprehensive workbook and resource guide valued at \$35.00

Saturday, October 3

9 a.m. to noon

College of Lake County

Grayslake Campus Room T327

Cost \$89 (includes materials)

To register go to <http://wpdi.clcillinois.edu/register/>

Subject Code & Number: TBSM 33

Class Nbr.: 4401 (used for registration)

For additional information please call or email us at illinoisbdc@clcillinois.edu