Day One

Market Entry Strategies and Global Market Research

Wednesday – March 10th, 2021

Afternoon Session

12:45 – 1:00  Log-on / What to expect today

1:00 – 2:00  International Market Entry Strategies
Sara Moreno, U.S. Commercial Service

2:00 – 3:00  Doing Business Across Cultures
Jeanine Duncliffe, Louisville Forward

3:00 – 3:15  BREAK

3:15 – 4:15  Key Considerations in Global Branding
Jason Falls, Cornett

4:15 – 5:15  Understanding the Foreign Currency Market
Drew Collins, Bannockburn Global Forex

5:15  Wrap Up / Q & A / What to expect tomorrow

Attendee Notes:

- For more information on the topics covered today, visit the Resource Guide located in your binder.
- Want to learn more about a presenter? Visit their bios in the back of the binder.
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- For website links that were brought up by the presenter during their presentation including additional websites on these topics, please visit the website links spreadsheet in your binder.
Day Two
Import/Export Compliance and Logistics
Wednesday, March 17th, 2021

Afternoon Session

12:45 – 1:00    Log-on / What to expect today

1:00 – 2:15
  International Logistics
  Rick Clevinger, Senior International Account Executive, FedEx Services
  Marty Ruxer, Senior International Account Executive, FedEx Services

2:15 – 2:35    DOCUMENTATION BREAK OUT

2:35 – 2:45    QUICK BREAK

2:45 – 3:45
  Import Compliance
  Dave Robeson, E.D. Bullard

3:45 – 4:00    BREAK

4:00 – 5:00
  Export Compliance
  Alan Black, Team Lead for Global Trade and Product Regulatory, Valvoline

5:00
  Wrap Up / Q & A / What to expect tomorrow

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Day Three  
*International Tax, Payments, Finance and Legal Considerations* 

Wednesday, March 24th, 2021 

**Afternoon Session** 

12:45 – 1:00  Log-on / What to expect today 

1:00 – 1:45  International Tax Considerations  
Mike Grim, MCM CPA Advisors 

1:45 – 2:30  International Payments  
Dave Robeson, E.D. Bullard 

2:30 – 2:45  BREAK 

2:45 – 3:45  Due Diligence  
Chris Weiss, Due Diligence Consultant, Kreller Group 

3:45 – 4:45  Legal Compliance & Considerations (IP & Agreements)  
Laura Pentova, Valvoline 

4:45 – 5:00  Q&A / Wrap-up / Certification Process 

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