

Stay Local. Sell Global.

Illinois Small Business Development & International Trade Center



The Illinois SBDC International Trade Center provides state-of-the-art, customized export solutions supporting small businesses to successfully enter and thrive in a global market.

Call to schedule a no-cost, confidential one-on-one export advising session with our International Trade Specialist.

See course offerings on the back.

International Trade Center Services

One-on-one export advising is available in the following areas:

- Assess company export readiness
- Develop an export business and international marketing plan
- Customize export market research report
- International shipping and logistics
- International payment and export loan program
- Assistance with export regulations and documentation
- Support Schedule B classification
- Foreign trade missions, international tradeshows and trade leads
- Export grant opportunities
- EXIM credit insurance assistance
- Export workshops, in-house training, seminars and forums



Call: (847) 543-2033
Email: illinoisSBDC@clcollinois.edu
Visit: www.clcollinois.edu/sbdc-itc



International Trade Courses

Spring 2022

EXPORTING TO CANADA: ILLINOIS' #1 EXPORT MARKET

Canada is Illinois' leading export market. Geographical proximity and similar business and distribution practices make Canada an ideal export market for Illinois companies. Nevertheless, companies are exposed to the rigors of international trade. In this webinar, we will discuss trends in the post-COVID Canadian economy and changes under the USMCA, which will impact Illinois exports to Canada, including the importance of e-commerce. We'll also cover the best export prospects for Illinois companies to export to Canada, strategies to enhance exporter success and DCEO/OTI programs to assist Illinois companies with respect to their export initiatives.

Thursday, February 17 **1 Session**
10-11:15 a.m.
Online Live Zoom
\$0 J. Johnson, C. Sedgwick

GLOBAL NEGOTIATION STRATEGIES

In today's workplace, professionals need to have the knowledge and tools necessary to conduct collaborative and competitive negotiations with global contexts. This webinar covers a wide range of techniques such as methods for influencing, overcoming objections, relationship building and negotiating across cultures. Tactics for preparing for a negotiation, negotiation strategies and considerations for gender, virtual negotiations and the use of Emotional Intelligence during negotiations is also addressed.

Thursday, April 21 **1 Session**
10-11:15 a.m.
Online Live Zoom
\$0 E. Linardakis

INTRODUCTION TO EXPORTING

This webinar provides a comprehensive overview of export requirements and procedures including knowledge, resources, and key elements to your export success. Learn how to determine if exporting is right for your company, the different export models used and when each is appropriate, and how to prepare and execute your export plan. Topics include export readiness, how to select target markets, market research and prioritization, finding good partners, methods of payment, insurance, managing your international shipments and export compliance.

Thursday, May 26 **1 Session**
10-11:15 a.m.
Online Live Zoom
\$0 K. Kim

INFORMATION SESSION - SELL GLOBAL WITH EXPORTING ASSISTANCE SERVICES

Attend a no-cost, virtual information session to learn about how your company can start selling its exportable products and services internationally. Two sessions offered, attend either one: Thursday, March 17 or Thursday, June 23, both start at 10 a.m. For more information and to register: <https://sellglobal-sp22.eventbrite.com>.

To register, visit www.clcillinois.edu/sbdc-itc/workshops or call **(847) 543-2033**.

Schedule a one-on-one export advising session – at no cost – with our International Trade Specialist.

Call **(847) 543-2306** or email jkim16@clcillinois.edu.

Illinois SBDC International Trade Center is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), the Illinois Department of Commerce & Economic Opportunity, and the College of Lake County. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact the center at (847) 543-2033 or TDD: (847) 223-0134.



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