

Seminars to show benefits of exporting

THE CHAMBER VIEW

by Pamela Tumpap



The Maui Chamber of Commerce continues to help its members grow and prosper by

providing training in a variety of areas, from business basics to new technologies and emerging arenas, such as social media.

Given our slowed economy, we want to help Maui businesses look to new and expanded markets beyond Maui and the Mainland, which is why we have partnered with the U.S. Department of Commerce to provide two export seminars on Tuesday at Queen

Ka'ahumanu Center.

Exporting can help businesses to reduce their dependency on local and national markets that have declined with challenging economic times, to reach new and expanded international markets, and to provide new revenue streams.

Businesses interested in reaching additional markets and selling products or services worldwide or those who want to better understand what exporting can mean to them, should attend one or both of the seminars on Tuesday.

Part 1 on "Export Basics" from 8:30 to 9 a.m. will address: Why should you export? Are you export ready? Common export mistakes, and how the U.S. Commercial Service can help you sell internationally.

The cost is \$7 for chamber members and Queen Ka'ahumanu Center tenants, and \$15 for nonchamber members.

Part 2 on "Developing an Export Plan for Your Business" will be held from 9:15 a.m. to noon on nearly two dozen topics, as follows:

Hawaii export success stories; assessing your export potential; developing an export plan; creating an international marketing plan; conducting market research; leveraging free trade agreements; costing and pricing your products; finding qualified buyers and market entry; commercial service, trade shows, trade missions, e-commerce; the art of negotiation; cultural do's and don'ts, what type of partner, methods of payment and how to get paid; export finance, in-

surance and banking; legal aspects; contracts, IPR protection; export and import regulations; expanding to new markets; shipping and logistics; packing, labeling, documentation, insurance; shipping terms; choosing a freight forwarder; choosing a customs broker; and post sales support and customer service.

The cost for this in-depth session is \$25 for chamber members and Queen Ka'ahumanu Center tenants, and \$35 for others.

Both training sessions will be held in the vacant space next to Forever 21.

Businesses are welcome to participate in one or both sessions. As one can see from the agenda, business information beyond exporting but certainly related to exporting will be of-

fered, and those with a broader interest may want to attend these cost-effective programs.

Registration will begin at 8 a.m.

Please reserve with the Maui Chamber of Commerce at 871-7711. You also can register online at wcws.weblinkconnect.com/WC_eCommerce/EventReg/Event_Registration.aspx?EventID=268B18&lk=BG7I7S87383F8M4I325D6Q44.

Light refreshments will be served.

We hope you can join us to learn more about how exporting can benefit your business and look forward to seeing you there!

■ *Pamela Tumpap is president of the Maui Chamber of Commerce.*