



Department of Commerce
Innovation is in our nature.

WASHINGTON STATE EXPORT CERTIFICATION COURSE

November 18 - 19, 2009 8:00 am - 5:30 pm at Highline Community College

This course is certified by the Washington State Department of Commerce and follows the course outline recommended by NASBITE, the international association for the global business community. The course prepares participants to take the Certified Global Business Professional exam, offered twice a year by NASBITE.

• This Certified Export Course will Help You:

- Learn details of export procedures
- Understand when your company should expand internationally
- Formulate an export strategy
- Overcome common mistakes made by beginning exporters
- Identify and target high-potential markets with proven market research methods
- Adapt your marketing strategies for international success
- Build expertise in export terminology

• About The Instructor:

JAMES FOLEY

is Director of the International Trade and NAFTA Opportunity Centers at Bradley University (Peoria, Illinois), and has worked for over 20 years in international marketing, sales, and corporate management. Mr. Foley also currently serves as Director of the NASBITE Certified Global Business Professional (CGBP) Credential.

• **Cost:** \$295*

* Discounts available, see registration page for more details.

• Registration:

<http://waexportcourse.eventbrite.com>

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