



EAST BAY CENTER FOR INTERNATIONAL TRADE (EBCITD)

at Vista Community College

2020 Milvia Street, Suite 111C, Berkeley, CA 94704

Phon: (510) 540-8901 - Fax: (510) 540-8905 - Website: <http://eastbay.citd.org>

VISTA COMMUNITY COLLEGE
MERRITT COLLEGE
LANEY COLLEGE
COLLEGE OF ALAMEDA

EBCITD Services:

The East Bay Center for International Trade Development (EBCITD) is an economic development project of the State Chancellor's Office of the California Community Colleges. The project is administered through the Economic and Workforce Development program of the California Community Colleges.

CITD's are full service international business centers offering resources, knowledge and assistance to help local businesses succeed internationally. They provide a variety of free or low-cost programs and services help companies do business abroad. CITD services include free one-on-one technical assistance and consulting, subsidized training, trade leads and special events.

Part of a statewide network of fourteen CITDs, the East Bay Center for International Trade Development (EBCITD) is located and hosted by Vista Community College and the Peralta Community College District.



SUBMIT QUESTIONS:
said@eastbaycitd.org



THE EAST BAY CENTER FOR INTERNATIONAL TRADE DEVELOPMENT
INVITES YOU TO ENROLL IN
International Trade Secrets:
Proven Organizational Strategies
for Successful Global Operations ® ©

"International Trade Secrets: Proven Organizational Strategies for Successful Global Transactions" is offered in six workshops, which will provide you with the tools necessary for success in today's global marketplaces. Through this series of workshops, you will acquire first-hand understanding of both the pitfalls and the great opportunities that arise from distant markets driven by peoples of diverse cultures. Participants who complete the six-series workshops will receive an EBCITD Certificate in International Trade. After the series and at no cost to you, EBCITD's trade and industry experts are available for follow-up and individual counseling sessions.

I. Introducing the World of International Trade

This workshop introduces you to tools and skills that are essential building blocks for success in today's global market. The class provides an overview of up-to-the-minute international trade issues and public and private sector resources which may effect or help to spell success for your business.

When: Saturday, January 15, 2005 from 9:00 am to noon.

II. Identifying Buyers and Sellers for Your Products and Services

This workshops provides you with skills and tools to help you determine what product is right for a particular market, how products might be altered to fit the needs of a buyer, what the channels of distribution are and which one you should pursue and how to locate a potential buyer.

When: Saturday, February 12, 2005, from 9:00 am to noon.

III. Best Ways to Structure International Payment Terms

This workshop examines when and how to use the proper payment instruments for appropriate business situations. Find out when you should use letters of credit, pay in advance, or open an account. Learn the best ways to extend credit and collect from your international customers. Explore export financing alternatives, and learn to insure and finance foreign receivables.

When: Saturday, February 19, 2005 from 9:00 am to noon.

*All "Trade Secrets" Workshops Take Place at
Vista Community College, 2020 Milvia St., Room. 205, Berkeley*

ANY QUESTION, PLEASE CALL YVONNE BRADY OR DR. SAID CHERKAOU
AT (510) 540-8901

(more workshops next page)

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Trade Secrets Workshop Series (continued)



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Important Note About This Publication for Students with Disabilities

This publication is available in an alternate media format upon request. Should you need further accommodations, contact the Disabled Students Program at 510-981-2918.



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IV. Best Ways to Structure International Payment Terms

This workshop presents when and how to use the proper payment instruments for appropriate business situations. Find out when you should use letters of credit, pay in advance, or open an account. Learn the best ways to extend credit and collect from your international customers. Explore export financing alternatives, and learn to insure and finance foreign receivables.

When: Saturday, March 5, 2005 from 9:00 am to noon.

V. Legal Perspectives of International Sales and Distributorship Agreement

This workshop demonstrates how to structure your buyer/supplier agreements. Protect your copyrights, patents and trademarks in world markets. Familiarize yourself with the international legal environment as you learn about international distribution agreements, regulations, global market standards and preferences.

When: Saturday, March 12, 2005 from 9:00 am to noon.

VI. Successful Strategies for Importing to the United States

This workshop provides you with proven strategies to successfully import products to the United States. It provides an overview of the importing process and ways to overcome barriers to importing. Methods of identifying, planning and managing U.S.. distribution channels also are examined.

When: Saturday, March 19, 2005 from 9:00 am to noon.

How to Enroll - Preregistration Is Required

COST: \$40 per person per workshop. All six workshops cost \$180 per Person if you enroll in all six workshops AND you will earn an International Trade Certificate. Checks or cash at our office, please.

- TO ENROLL:** If you are viewing this form at our website, please print it first. Either printed from our website or received from us through the mail, please select the workshop sessions you wish to attend by placing a check mark in the box to the right of the workshop schedule and then complete the registration form below and mail all your workshop selections and this form with your check to:
EBCITD, 2020 Milvia Street, Suite 111C, Berkeley, CA 94704

ANY QUESTION, CALL YVONNE BRADY OR DR. SAID CHERKAOUI AT (510) 540-8901

or visit our website at <http://eastbay.citd.org>

Yes, I wish to enroll in "Trade Secrets." I have indicated my workshop choices in these 2 pages. My check for _____ is enclosed.

Name: _____ Business Name: _____

Address/City/Zip Code: _____ Export Import

Phone: _____ FAX: _____

E-Mail: _____

Website - URL: _____

Design by Said Cherkaoui