



## 2017 International Trade Leadership Series

The North Alabama International Trade Association (NAITA) presents this comprehensive program in conjunction with the U.S. Department of Commerce, the Export Alabama Alliance, the Alabama District Export Council, the Alabama International Trade Center, and the Technology Regional Innovation Cluster Huntsville (TechRich). This intensive four session, 16 hour export training program allows export-ready companies in North Alabama to develop and advance their international business skills.

- All sessions will be led by experienced industry and government professionals.
- The series is designed for new-to-export **and** established companies.
- The series serves as a review course for the NASBITE Certified Global Business Professional (CGBP) exam.
- This year's program will be held in four ½ day sessions over a two day period.
- **Registration is Free for current NAITA Members. \$35 per Session or \$75 for the Series for Non-members.**

### Preparing Business for Global Markets

The 2017 NAITA International Trade Leadership Series will address critical areas of trade, to include international sales & marketing, finance, legal issues, and logistics. This program will equip you with knowledge and skills to understand today's globally competitive marketplace. Networking time is also available to talk with the Export Alabama Alliance, export service providers, and peer companies.

#### Series Co-Sponsors:



*Funded in part through a contract with the Small Business Administration.*

**SAVE THE DATES!  
2017 SCHEDULE**

**August 24**

**Export Strategy & International Marketing**

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**August 24**

**Export Finance**

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**August 25**

**International Legal Issues**

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**August 25**

**International Logistics**

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**LOCATION:  
ADTRAN**

Island View  
Conference Room  
901 Explorer Blvd.  
Huntsville, AL 35806

**REGISTRATION**

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