



*24th Annual Executive Seminar Series on International Trade*

**Massachusetts Small Business Development Center Network  
Massachusetts Export Center**

presents

# Partners for Trade

Spring 2014 ~ Seminar & Registration Guide



*In Collaboration With*  
U.S. Small Business Administration  
Massachusetts Office of Business Development  
Isenberg School of Management, University of Massachusetts  
MassDevelopment  
Massachusetts Office of International Trade & Investment  
U.S. Department of Commerce



Deval L. Patrick  
Massachusetts Governor

*The Massachusetts Export Center is committed to helping the state's businesses succeed in today's global marketplace.*

*The world is your market.  
Take the next step.  
Join us as a partner for trade.*



Robert H. Nelson  
SBA District Director



Register online at [mass.gov/export](http://mass.gov/export)



**Preregistration is required** for all seminars. **Payment** is due with registration. We accept credit cards and personal and company checks. Credit cards are not accepted at the door. We do not accept cash or purchase orders, nor do we invoice participants. **Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

**Cancellation/Refund Policy:** Cancellations received at least 48 hours prior to the seminar will be entitled to a refund minus a \$10 processing fee. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. Cancellations must either be emailed to [cornwell@msbdc.umass.edu](mailto:cornwell@msbdc.umass.edu) or called into 413-545-6309.

**Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

**No Shows:** Due to the costs we incur as a result of people who register for seminars and do not attend, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled 48 hours in advance of the event. Credit cards will not be refunded in any no-show situation.



U.S. Small Business Administration



Your Small Business Resource



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The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Office of Business Development under cooperative agreement SBAHQ-14-B-0001 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 3730, Boston, MA 02116; telephone 617-973-8664. © Copyright 2014



## PARTNERS FOR TRADE CALENDAR

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*Although accurate at press time, seminars may be added, rescheduled or cancelled.  
To confirm dates, please visit our website at [mass.gov/export](http://mass.gov/export).*

# Program Descriptions

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## Negotiating and Structuring International Distribution Contracts

Many exporters rely heavily on partners, such as distributors or agents, to generate sales in overseas markets. For exporters, effectively negotiating and structuring contracts with these partners is critical for achieving profits and growth while minimizing confusion, disputes and poor performance in overseas markets.



How do you achieve a win-win agreement and relationship with your overseas partners? When should and when shouldn't exclusivity be used as a motivational tool? How can exporters protect themselves in relationships with underperforming partners?

This seminar will provide guidance for negotiating and structuring contracts with overseas partners, with an eye towards ensuring that the best interests of the exporter are protected.

Specific issues to be discussed include: getting buy-in from exporter top management and overseas partners; effectively managing contract negotiations; sales and performance requirements; exclusivity; essential contract elements; dispute resolution and more.

This program will include real-world examples and best practices from an actively exporting firm—Randolph Engineering.

Speakers include:

- Gil Breiman, Partner & Co-Chair, International Practice — Burns & Levinson LLP
- Ekene Ofodile, Senior Vice President, Sales & Marketing — Randolph Engineering, Inc.
- Rick Waszkiewicz, Director of Sales Operations — Randolph Engineering, Inc.

**Date:** Friday, April 11, 2014

**Time:** 11:00 a.m. - 1:00 p.m. EST

**Location:** Webinar

**Cost:** \$50

## Complying with the New Foreign Trade Regulations Export Requirements

April 5th marks implementation of changes to the Foreign Trade Regulations that will affect the way that exporters report their transactional information through the Automated Export System (AES).

These are some of the most significant changes affecting AES reporting since mandatory filing of export information via AES was implemented over five years ago. Join us for this webinar, where you will hear directly from the Foreign Trade Division at the U.S. Census Bureau on these changes as well as best practices for AES compliance.

The speaker will be Omari Wooden, Senior Foreign Trade Advisor with the U.S. Census Bureau, Foreign Trade Division.

**Date:** Friday, April 4, 2014

**Time:** 11:00 a.m. - 1:00 p.m. EST

**Location:** Webinar

**Cost:** \$50 / \$25 for Compliance Alliance members



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## Export Compliance Unplugged: Best Practices for EAR99 Exporters

While the headlines have been all about Export Control Reform lately, the reality is that most exporters are not shipping controlled items and therefore aren't concerned with complex jurisdictional, export control classification or licensing issues.

Compliance challenges remain a very real concern for EAR99 exporters, however. Tasks such as sanctions compliance, screening, export clearance and recordkeeping can still represent an onerous obligation for many exporters, especially for those operating globally. Join us to hear directly from a panel of exporters sharing their best practices for ensuring effective compliance in an EAR99 environment.

Speakers include:

- Marla Lyon, Trade Compliance Manager — Avid
- Peter Massey, U.S. Exports Manager — adidas Group
- Barry Nathanson, Manager of Worldwide Order Services — Nova Biomedical Corporation

**Date:** Thursday, May 1, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 - 11:00 a.m.

**Location:** Avid, 75 Network Drive, Burlington

**Cost:** \$50 / no charge for Compliance Alliance members



## Export School Fast Track Certificate Program

The most successful exporters are those who properly educate themselves on the export process and who effectively plan their international business operations.



This one-day, fast-paced version of our Export School will offer three tracks on all major components of the export process: international sales and marketing; export logistics and banking; and export regulatory compliance and legal issues.

This comprehensive, hands-on seminar will offer "one-stop-shopping" for all of your export questions! In addition, the program will feature a resource table highlighting a wide range of government programs that assist exporters.



This program is pre-approved by NASBITE as a CGBP recertification program. Attendees will receive 6 CPEs (CGBP Recertification Credits) towards annual recertification. This program is also ideal for busy export operations managers and executives who need a quick refresher or a high-level introduction to all aspects of exporting.

Program participants will receive a certificate of completion from the Massachusetts Export Center. Space is limited, so register early.

Speakers include:

- Julia Dvorko, Central Massachusetts Regional Director — Massachusetts Export Center
- Patricio Forno, International Business Development Manager — Iredale Mineral Cosmetics, Ltd.
- Robert Gresham, Owner — RJ Gresham Consulting LLC
- P. Ann Pieroway, Western Massachusetts Regional Director — Massachusetts Export Center
- Tom Stapleton, Senior Vice President, International Department Market Manager — People's United Bank
- Sarah Willey, General Counsel — Troy Industries

**Date:** Thursday, April 3, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 3:00 p.m.

**Location:** Bay Path College, Sturbridge Industrial Park, 1 Picker Road, Sturbridge

**Cost:** \$75 (includes continental breakfast, lunch and seminar materials)

## CGBP Preparation Workshop

This workshop will focus on providing an overview of the four major domains covered by CGBP exam including global business management, global marketing, supply chain management and trade finance. A strong understanding of these domains is required to achieve and maintain the CGBP credential.

Within these domains we will review major threads including terminology, documentation, legal and regulatory compliance, technology and resources, and will provide links to the free online study resources that are available.

A sample test developed by Massachusetts Export Center on the basis of CGBP credential requirements will be provided to attendees at the end of the program (with answers available through a dedicated online link). Massachusetts Export Center staff members with CGBP credentials will be available for consultation after the program.

The speaker will be Julia Dvorko, Central Massachusetts Regional Director with the Massachusetts Export Center.

The next available exam dates and registration deadlines for CGBP exam can be found by visiting NASBITE's website.

**Date:** Thursday, April 3, 2014

**Time:** 3:00 - 5:00 p.m. (immediately following the Export School Fast Track Certificate Program)

**Location:** Bay Path College, Sturbridge Industrial Park, 1 Picker Road, Sturbridge

**Cost:** No charge



## Export Regulatory Compliance Update

Most exporters are well aware of the need to be compliant with U.S. export regulations. A cursory effort to comply with export regulations is not enough, however. Between evolving regulatory policy, stepped-up enforcement efforts, and confusion created by Export Control Reform, the export regulatory compliance environment is now more complex than ever. Companies that don't take a proactive and preemptive approach to export compliance will fall behind the curve on regulatory changes, leaving themselves open to noncompliance and possible enforcement action.



This seminar will provide the latest information on export regulatory trends, with a focus on current compliance issues, including: export regulatory policy developments; special concerns involving product and technology controls such as export control reform, the specially designed rule, encryption, data security and licensing; the expanding reach of the U.S. Treasury Department's Committee on Foreign Investment in the U.S. (CFIUS) as it relates to export controls; the global anticorruption regulatory landscape; trends in worldwide export controls; channels for influencing export regulatory policy; and much more.

Speakers will also share best practices across a number of areas, including: management of violations and voluntary self-disclosures; deemed export compliance; compliance program management and more. The seminar will be followed by a networking reception.

Don't miss this unique opportunity to hear the latest on export compliance issues and trends from some of the area's leading export compliance practitioners and experts! This program is expected to sell out and space is limited, so early registration is advised.

Speakers include:

- Brian Amero, Director of Global Trade Compliance & Ethics — Teradyne
- Jennifer Chunias, Partner — Goodwin Procter LLP
- Gus Coldebella, Partner — Goodwin Procter LLP
- Ken Delaporta, Director of Export Compliance — The MathWorks, Inc.
- Larry Disenhof, Group Director, Export Compliance — Cadence Design Systems, Inc.
- Dennis Farrell, Director of Global Trade Compliance — Analog Devices
- Lana LePine, Global Trade Compliance & Logistics Lead — Morpho Detection, Inc.

*~ cont'd next page*

- Richard Matheny, Partner — Goodwin Procter LLP
- Julianne Perkins, International Trade Compliance Manager — PerkinElmer, Inc.
- Misty Rutter, Manager, EMEA Regional Controls — Hewlett-Packard
- Brenda Sharton, Senior Partner — Goodwin Procter LLP
- More speakers to be announced

**Date:** Wednesday, June 11, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 4:00 p.m.; Networking reception to follow

**Location:** Goodwin Procter LLP, Exchange Place, 53 State Street, Boston

**Cost:** \$125 / \$75 for Compliance Alliance members (includes seminar materials, breakfast, lunch and networking reception; does not include parking)



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## Fundamentals of Exporting



Would you like to expand your business internationally? Have you had some international inquiries, but weren't sure how to handle them? Or, do you have some international sales, but wish that you could find a way to increase them? If you answered 'Yes' to any of these questions, this is the program for you!

This event covers the most important topics, skills, and resources needed to become a successful exporter. We will discuss all of the major components of the export process: international sales and marketing; export logistics and finance (including the all-important topic of making sure you get paid).

Additionally, we will identify state and federal resources available to you – many of which are free of charge or very low cost. Join us for this informative, interactive workshop on how to build your international sales.

The speaker will be P. Ann Pieroway, Western Massachusetts Regional Director of the Massachusetts Export Center.

**Date:** Tuesday, May 6, 2014

**Time:** Registration 9:30 p.m.; Program 10:00 a.m. - 12:00 p.m.

**Location:** Kittredge Business Center at Holyoke Community College, 303 Homestead Avenue, Room 302, Holyoke

**Cost:** No charge, but preregistration is required



## An Introduction to U.S. Economic and Trade Sanctions

U.S. exporters are required to comply with the sanctions programs administered by the U.S. Department of the Treasury, Office of Foreign Assets Control (OFAC). Without awareness, specific procedures for compliance, and vigilance, exporters can easily find themselves in violation of the OFAC sanctions, which carry significant civil and criminal penalties.

Join us for this webinar, where OFAC officials will provide guidance on compliance with U.S. economic and trade sanctions.

Speakers include:

- Adam Maddox, Sanctions Compliance Officer — U.S. Department of the Treasury, Office of Foreign Assets Control (OFAC)
- Jamie Rose, Sanctions Compliance Officer — U.S. Department of the Treasury, Office of Foreign Assets Control (OFAC)

**Date:** Friday, March 28, 2014

**Time:** 11:00 a.m. - 12:30 p.m. EST

**Location:** Webinar

**Cost:** \$35 for this webinar only or \$50 for both OFAC webinars / no charge for Compliance Alliance members



## U.S. Sanctions Licensing and Policy Update

Join us for Part 2 of our OFAC Webinar Series, where we will hear directly from the U.S. Department of the Treasury, Office of Foreign Assets Control (OFAC) addressing policies and procedures affecting exporters.

Topics for discussion include specific licensing programs and processes, enforcement trends, and recent regulatory developments. The webinar will also provide insight on the intersection between OFAC and the Bureau of Industry and Security (BIS) regarding policy and licensing.

Speakers include:

- Licensing Officer TBA — U.S. Department of the Treasury, Office of Foreign Assets Control (OFAC)
- Policy Advisor TBA — U.S. Department of the Treasury, Office of Foreign Assets Control (OFAC)

**Date:** Friday, April 25, 2014

**Time:** 11:00 a.m. - 1:00 p.m. EST

**Location:** Webinar

**Cost:** \$35 for this webinar only or \$50 for both OFAC webinars / no charge for Compliance Alliance members



## Export Classification, Documentation and Valuation

Have you ever been unsure about how to classify your products for export documentation? Small differences in product description can make a big difference in how a product is classified and assessed duty, or how it is treated under various trade agreements. Yet, it can be very confusing to determine which HTS number is the right one for your product.



Also, are there times when you have been unsure what value to declare on your commercial invoice and/or export declaration? Are you sometimes uncertain when completing export documentation? Are you unclear on how to value and document export shipments for repairs, returns or warranties?

Even for experienced exporters, documentary requirements for international trade can be a confusing and ever-changing tangle of papers, forms and regulations. Moreover, in today's heightened regulatory trade environment, errors on export valuation and documentation can lead to penalties, customs problems and shipping delays.

This hands-on, practical program will walk participants through the process of completing major export documents, such as the AES, Certificates of Origin, Commercial Invoices and others. The seminar will also focus on correctly classifying products, documenting the value of export shipments, and will include special cases such as warranty or repair shipments. Finally, the seminar will provide guidance on proper usage of Incoterms.

Participants are encouraged to bring real-world examples and plenty of questions. Space is limited, so register early!

Speakers include:

- Roland Shrull, Esquire — Middleton & Shrull
- Harvey Waite II, VP of Compliance and Security — Oceanair

**Date:** Wednesday, May 21, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 4:00 p.m.

**Location:** South Shore Chamber of Commerce, 150 Hingham Street (Route 228), Rockland

**Cost:** \$110 / \$75 for Compliance Alliance members (includes seminar materials, continental breakfast and lunch)



## Minimizing Discrepancies in International Letters of Credit

Discrepancies are responsible for much of the headache and added cost associated with using letters of credit in international trade transactions. These challenges can often make exporters avoid using letters of credit altogether, usually resulting in either highly uncompetitive cash-in-advance demands or extremely risky open account terms in foreign markets.



This seminar will provide practical, step-by-step guidance and tips for minimizing discrepancies in international letters of credit.

The program will start with an overview of the international letter of credit process, including the different types and uses of letters of credit. It will also discuss common letter of credit discrepancies, including “built-in” discrepancies and other red flags that can lead to discrepancies.

The seminar will focus on structuring sales quotes and instructions to ensure clean letter of credit documents, and will provide guidance on different options for handling discrepancies when they do arise.

The program will also feature a panel discussion that will walk participants through a letter of credit case study.

Speakers include:

- Carla Winfield, Senior Trade Finance Advisor — Silicon Valley Bank
- Other speakers to be announced

**Date:** Wednesday, May 14, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 12:00 p.m.

**Location:** Massachusetts Technology Collaborative, Karl Weiss Building, 75 North Street, Westboro

**Cost:** \$50 (includes seminar materials and breakfast)

## Exporting Under the Trade Sanctions Reform and Export Enhancement Act (TSRA)

The Trade Sanctions Reform and Export Enhancement Act (TSRA) allows exporters of certain items, such as medical devices, pharmaceuticals, food and agricultural items, to export under special license to otherwise sanctioned destinations, such as Iran and Cuba.



U.S. firms exported more than half a billion dollars' worth of goods under TSRA licenses in 2013. Join us to learn how to take advantage of this unique program.

Speakers include:

- Luiz da Costa, Senior Manager, Global Trade Compliance — Haemonetics Corporation
- Sylwia Lis, Partner — Baker & McKenzie LLP
- Lise Test, Senior Associate — Baker & McKenzie LLP

**Date:** Thursday, June 19, 2014

**Time:** 11:00 a.m. - 1:00 p.m. EST

**Location:** Webinar

**Cost:** \$50 / \$25 for Compliance Alliance, MassMEDIC and MassBio members



# Compliance Alliance

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**The Massachusetts Export Center's Compliance Alliance is a special initiative designed to help the state's businesses enhance their export compliance and global trade competitiveness.**

The Compliance Alliance provides a forum for exporting firms to network, share best practices and stay current on export regulatory compliance issues. Member activities and benefits include:



- **Best Practice Briefings:** Periodic briefings that address a variety of compliance issues and provide an opportunity for exporters to network and share best practices with one another. Exporter members of the Compliance Alliance drive the agenda, select subjects and serve as speakers at briefings. Best practice briefings are free of charge to Compliance Alliance members.
- **Conferences and Training:** Periodic conferences and seminars that provide in-depth training across a broad range of export regulatory compliance and operational issues. Speakers include exporters, law firms, consulting firms and reps from government export regulatory authorities. Compliance Alliance members receive special discounts at conferences and training programs.
- **Online Member Directory:** Member-only directory access to connect with exporters, service providers and government agencies that are members of the Compliance Alliance.
- **Online Resources and Databank:** Member-only access to an online export compliance resource library and databank that includes content provided by members, including sample compliance programs and agreements, materials from seminars and more.
- **Online Job Board:** Members can access and post job listings for local positions related to international regulatory compliance, export/import operations and other positions related to global trade.

We hope that you will join us for this exciting initiative! For additional details, contact the Massachusetts Export Center at 617-973-8664 or visit our website at [mass.gov/export](http://mass.gov/export).

*Special thanks to our Patron Sponsor:*



# Partners and Cosponsors

The **Massachusetts Export Center (mass.gov/export)**, part of the Massachusetts Small Business Development Center Network, recognizes the need to make export services easily accessible to companies of all sizes, and it serves as the state's one-stop resource for export assistance. The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling 617-973-8664.



The **Massachusetts Small Business Development Center Network (msbdc.org)**, through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade advising services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



MASSDEVELOPMENT



The **Massachusetts Office of Business Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

**MassDevelopment** provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **Massachusetts Office of International Trade & Investment** carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling foreign protocol; and focused export promotion through international trade show participation.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

# MSBDC Network

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The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Office of Business Development, and a consortium of higher educational institutions led by the Isenberg School of Management at the University of Massachusetts Amherst, and including Clark University, Salem State University, the University of Massachusetts Boston and the University of Massachusetts Dartmouth.

**State Office** .....413-545-6301

## **Business Advising Centers**

- Berkshire Regional Office .....413-499-0933
- Boston Regional Office & Minority Business Center .....617-287-7750
- Central Regional Office .....508-793-7615
- Massachusetts Export Center
  - Boston Office / Headquarters .....617-973-8664
  - Holyoke Office .....413-552-2316
  - New Bedford Office .....508-999-1388
  - Worcester Office .....508-929-8844
- Northeast Regional Office .....978-542-6343
- Procurement Technical Assistance Center .....413-545-6307
- Southeast Regional Office .....508-673-9783
- Western Regional Office .....413-737-6712

**Visit our website at [msbdc.org](http://msbdc.org)**



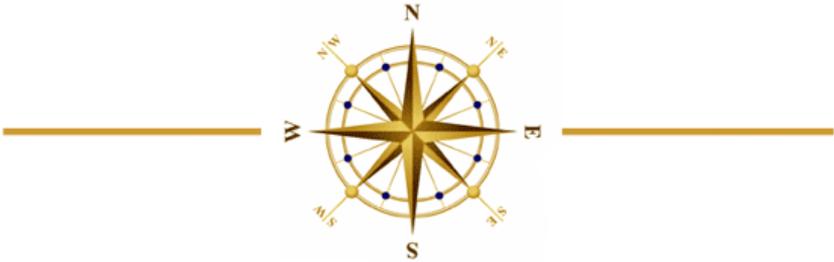
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Special thanks to Holyoke Community College, New Bedford Area Chamber of Commerce and Worcester State University for hosting the Massachusetts Export Center's regional offices.



Version 2.0  
coming in 2014!

# MASSACHUSETTS EXPORT RESOURCE CENTER



Massachusetts  
**EXPORT**  
Center



MASSDEVELOPMENT

The Massachusetts Export Resource Center is a comprehensive, one-stop resource for accessing a wide range of instructional and practical information on exporting to help your business grow and take advantage of international opportunities.

The Resource Center addresses the full range of export issues of concern to businesses, including export planning, international business development, global trade finance, global trade logistics and international trade regulatory compliance. The Resource Center also features a wide variety of educational tools, including on-demand training modules, videos guides, workbooks and templates.

We hope that you find the tools and information available through the Massachusetts Export Resource Center to be helpful as you navigate export markets! Registration is free!





The Massachusetts Export Center offers a range of targeted, customized services to Massachusetts businesses at any stage in the export process.

- Export Counseling and Technical Assistance
- International Market Research and Assessment
- International Business Development Assistance
- Export Regulatory Compliance Assistance
- Compliance Alliance
- Massachusetts Export Resource Center
- Export Training Programs
- Export Publications

[mass.gov/export](http://mass.gov/export)

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Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

**For further information, visit our website at [mass.gov/export](http://mass.gov/export).**

*Attn: International Sales and Marketing*