



PREPARE for EXPORT SUCCESS

Tuesday, November 12, 2013 • 8:00 am-3:00 pm

Waukesha County Technical College • 800 Main St. Pewaukee, WI 53072

*Presented by Food Export Association of the Midwest and
the Wisconsin Department of Agriculture, Trade, & Consumer Protection*

8:00 am - 8:30 am: Registration

8:30 am - 8:45 am: Welcome/ Housekeeping items/ Introductions, *Lisa Stout, WI DATCP*

8:45 am - 9:00 am: Export Imperative, *Jeff Lyon, Deputy Secretary, WI DATCP*

9:00 am - 9:15 am: Export Services for Food and Agricultural Companies, *Ashwini Rao, WI DATCP*

9:15 am - 9:30 am: Services and Programs of the Food Export Association of the Midwest

9:30 am - 10:00 am: Why to Export Presentation, *Pamela Wells-Russell, In-Market Representative*

10:00 am -10:15 am: Networking Break

10:15 am - 11:15 am: Company Panel – *Johnsonville Sausage, LLC & Nikki’s Cookies, Inc.*

- Wisconsin food companies will share their experiences in exporting.

11:15 am - 12:15 pm: How to Export Presentation, *Pamela Wells-Russell, In-Market Representative*

- *Export Challenges and common pitfalls*
- *Marketing Research Resources*
- *What importers expect from your company*
- *Classifying your product for export*
- *How to become “Export Ready”*
- *Export assistance & service providers*

12:15 pm - 1:00 pm: Lunch and Networking

1:00 pm - 1:15 pm: What is Happening!, *Shelley Jurewicz, FaB Milwaukee*

1:15 pm - 2:15 pm: How to session, *Pamela Wells- Russell, In-Market Representative*

- *Export Documentation*
- *How to respond to export trade leads*
- *Creating a solid export quotation*

2:15 pm - 2:30 pm - Close, Question & Answer

2:30 pm - 3:00 pm - One-on-one meetings if necessary

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