



The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.

August 4, 2021

CFA Member Events



Webinar:

EXPORTING BASICS: an Introductory Seminar

This introductory seminar provides an overview of exporting basics, with the goal of assisting small and medium-sized businesses entry into international markets. It summarizes the key elements of exporting, including finding overseas customers, markets, costs, and introduces one to valuable resources and services.

Topics to be Covered:

- Prepare Your Company to Export
- Find Foreign Markets
- Finance and Insure Exports
- Logistics to Get Your Products Overseas

Sample of Resource Speakers:

- Julie Anne Hennessy, Director, Los Angeles West U.S. Commercial Service
- Martin Selander, Senior Representative, U.S. Small Business Administration
- Paul Duncan, Regional Director, Export-Import Bank of the United States

August 11, 2021
10:00 AM PST – 11:30 AM PST

Register Today

Any questions, reach the Trade Connect Team at: TradeConnect@portla.org

California Fashion Association

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