

THE WORLD IS

Your Market

LOGISTICS IN GLOBAL TRADE

ABOUT THIS WORKSHOP

Join two of our network's leading global trade experts for an insightful and free webinar on how logistics powers international commerce 24/7, moving goods, and services across borders by land, sea, and air. Whether you're new to trade or looking to sharpen your understanding, this session offers a practical look at the essential elements of logistics in today's interconnected economy.

WHAT YOU'LL LEARN

- **The Basics of International Logistics:** Key Players: Freight Forwarders & Specialized Providers, Understanding INCOTerms & Exporter Readiness
- **Export Readiness:** Product Preparation & Compliance Essentials
- **Real-World Case Studies:** Importing Raw Materials, Exporting Finished Goods and Services, "Know Before You Go": Tips for Navigating Global Trade

TAUGHT BY Tom Hanson & Geoffrey Bogart

WEDNESDAY | JUNE 18TH | 10-11 AM

Register Here: casbdc.biz/IntTrade2



Presented by the Central California SBDC. Learn more at CentralCaSBDC.com



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