



WORLD TRADE CENTER®
BUFFALO NIAGARA

GLOBAL BUSINESS ACADEMY

VIRTUAL PROGRAM - FALL 2022

Tap into the Buffalo Niagara region's top international trade advisors
and create your company's first export plan



PROGRAM INFORMATION AND SCHEDULE

GLOBAL BUSINESS ACADEMY

World Trade Center Buffalo Niagara's Global Business Academy (GBA) is a program for companies getting started in export, or enhancing their existing export international business. Through this seven-week course, companies will be educated by experts from the bi-national Buffalo Niagara region, enjoy 1-on-1 mentoring relationships and create their own export plan.

All educational courses and mentoring sessions will be delivered via Zoom. The GBA will also feature "open office hours," enabling participants to interact and get questions answered in a group setting as they complete their export plans.

GBA participants should expect lots of relevant information, worthwhile interactions with speakers, mentors and peer companies, and game-changing strategies to grow your business. Thanks to the generous contributions from our sponsors, cost of the GBA program is \$1,500, some of which may be eligible for grant reimbursement upon completion of the program. Participating companies also get a one-year membership to WTCBN for continued support.

More information and registration information is available at www.wtcbn.com/events/gba.

TOPICS COVERED

Export Plan Development
International Trade Resources
Sales
International Marketing
International Trade Finance
Insurance

Legal Considerations
(for international)
International Tax
Process
Logistics and Supply Chain
E-Commerce

ASK US ABOUT GRANT OPPORTUNITIES TO HELP COVER PROGRAM COSTS FOR YOUR COMPANY



WHO IS RIGHT FOR GBA?

World Trade Center Buffalo Niagara's GBA program provides everything you need to know to build a foundation for a strong export program. While the program serves companies who are new to exporting, as well as established exporters, companies with the following criteria will be in the best position to use the training and mentoring resources immediately:

- You are exporting a product, service or technology, but wish to diversify your export market or have taken exploratory steps to develop your business abroad
- You have been operating for at least two (2) years
- You have a strong value proposition
- You are willing and able to dedicate staff to participate in all stages of the program

ABOUT THE PROGRAM

PARTICIPANT REQUIREMENTS

- Participants must meet readiness criteria through a brief vetting process (details available at www.wtcbn.com/events/gba)
- Participants must commit to engagement by key personnel/decision-makers
- Due to limited registrations available, participants must commit to participate throughout the entire program and delivery of their export plan. Participants who do not complete the program will not be eligible for grants or scholarships, and will be charged the full program fee.
- Participants must commit to participation follow-up surveys after the completion of the program for aggregate analysis of the program's results

EXPORT PLAN WORK

- Companies work on export plans individually, and with mentors' assistance, with a deadline of Week #7 to have a draft plan completed and submitted
- In between the last educational session and the start of the Mentoring sessions, WTCBN and USDOC will host two (2) "open office hours" video conference sessions for participants to ask questions - all mentors will be asked to participate in at least one of these sessions

MENTORING

- Mentors will be scheduled by WTCBN for 1-on-1 sessions with each participating company
- Mentoring sessions will run from 15-30 minutes, depending on the applicability of the topic/mentor to the participant's current needs. These sessions will take place mid-December.

TIME COMMITMENT

After the intro day, educational sessions will run beginning on October 20, one day a week typically for 1 1/2 - 2 hours depending on the length of the Q&A period. Following the educational sessions, participants will work on a guided export plan template. Once drafted, they will meet with mentors for one-on-one 30-minute virtual sessions to help strengthen and finalize their plan.

GBA PROGRAM SCHEDULE

WEEK 1 - DAY 1 - INTRODUCTIONS - WEDNESDAY, OCTOBER 19

9:00 a.m.	Intro - GBA Program	Craig Turner, WTCBN
9:05 a.m.	Partner Intro - GlobalNY	Mo Sumbundu, GlobalNY
9:10 a.m.	Partner Intro	Dan Castle, Erie County DEP
9:20 a.m.	Company Intros	Craig Turner, WTCBN
10:15 a.m.	Day 1 Wrap-Up and Next Steps	Craig Turner, WTCBN

WEEK 1 - DAY 2 - RESOURCES - THURSDAY, OCTOBER 20

9:00 a.m.	Welcome	WTCBN
9:05 a.m.	Export Plan Template Overview	Facilitator
9:25 a.m.	US Department of Commerce Overview	Rosanna Masucci, USDOC
9:35 a.m.	GlobalNY Overview	Mo Sumbundu, GlobalNY
9:45 a.m.	SBA Overview	Paul Hoffman, SBA
10:00 a.m.	Foreign Trade Zone Overview	Gerald Manhard, ECIDA
10:15 a.m.	Q&A	WTCBN
10:45 a.m.	Day 2 Wrap-Up and Next Steps	WTCBN

WEEK 2 - DAY 3 - BUSINESS DEVELOPMENT - THURSDAY, OCTOBER 27

9:00 a.m.	Welcome	WTCBN
9:05 a.m.	Data and Prospect Targeting	Bob Lytle, rel8ed Analytics
9:20 a.m.	Process - Preparing for Export	TBD
9:35 a.m.	Webside Globalization	Rosanna Masucci, USDOC
9:50 a.m.	Q&A	WTCBN
10:20 a.m.	Day 3 Wrap-Up and Next Steps	WTCBN

WEEK 3 - DAY 4 - TRADE FINANCE - THURSDAY, NOVEMBER 3

9:00 a.m.	Welcome	WTCBN
9:05 a.m.	Banking - Terms, Letters-of-Credit, et. al.	Lauren Schellinger, M&T Bank
9:20 a.m.	ExIm Bank - Financing	ExIM Bank
9:35 a.m.	Currency	Brian Barns, Bannockburn
9:45 a.m.	Trade Credit Insurance	Ed Arnold, Trade Credit Insurance
10:00 a.m.	International Collections	Bob Tharnish, Riki-Lee Ritz, ABC-Amega
10:15 a.m.	ECIDA Lending Programs	Daryl Spulecki, ECIDA
10:30 a.m.	Q&A	WTCBN
11:00 a.m.	Day 4 Wrap-Up and Next Steps	WTCBN

GBA PROGRAM SCHEDULE

WEEK 4 - DAY 5 - LEGAL AND TAX - THURSDAY, NOVEMBER 10

9:00 a.m.	Welcome	WTCBN
9:05 a.m.	Legal - IP	Sean Balkin, Lippes Mathias
9:25 a.m.	Legal - Distribution/Partner Agreements	Sean Balkin, Lippes Mathias
9:45 a.m.	Tax	David Lever, Tronconi Segarra
10:15 a.m.	Q&A	WTCBN
10:45 a.m.	Day 5 Wrap-Up and Next Steps	WTCBN

WEEK 5 - DAY 6 - SUPPLY CHAIN - THURSDAY, NOVEMBER 17

9:00 a.m.	Welcome	WTCBN
9:05 a.m.	International Logistics	Collette Dagenais, Speed Global
9:20 a.m.	E-Commerce	Collette Degenais, Speed Global
9:35 a.m.	Import and Export Compliance	Damon Piatek, Trade Consultant
9:50 a.m.	Canada - Your First Market	Kevin Jacobi, CanadaBW
10:10 a.m.	Q&A	WTCBN
10:20 a.m.	Day 6 Wrap-Up and Next Steps	WTCBN

WEEK 6 - OPEN OFFICE HOURS

12/1 - TBD	"Open Office Hours" - Q&A	Mentors
12/2 - TBD	"Open Office Hours" - Q&A	Mentors

DRAFT EXPORT PLANS DUE DECEMBER 9, 2022

WEEK 7 - MENTORING - WEEK OF DECEMBER 12

Scheduled 1-on-1 Mentoring Sessions

WEEKS 8/9 - DELIVERY OF EXPORT PLAN - JANUARY 13, 2023

Export Plans Submitted for Review



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REGISTER FOR THE GLOBAL BUSINESS ACADEMY

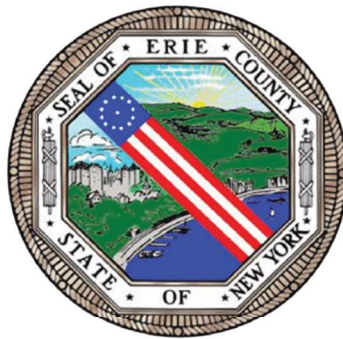
Companies interested in participating in the GBA program can register using the QR code here, or visiting www.wtcbn.com/events/gba.



Cost of the ten-week program is \$1,500, which, for new members, includes a one-year membership to WTCBN upon completion of the program.

Grants may be available to defray a percentage of the cost of the program.

THE GLOBAL BUSINESS ACADEMY IS GENEROUSLY SPONSORED BY



PARTNERS

