



# MASTERING EXPORT STRATEGY PREPARATION

The Economic Development Collaborative (EDC) is excited to introduce Mastering Export Strategy Preparation, a NO-COST course designed to equip you with the knowledge and skills needed to succeed in international trade! This course is jointly organized by EDC and the EDC Small Business Development Center (SBDC).

This six-week course will equip participants with the knowledge and skills to develop and implement successful export strategies. It combines theoretical concepts with practical applications, utilizing resources from government agencies supporting U.S. exporters, AI-powered exercises and technical assistance from trade experts.

## A NO-COST one-of-a-kind six-week course completed at your own pace!

- 3 hours per week (18 hours total)
- 18 hours of guided project development
- AI-powered exercises and simulations
- Weekly technical assistance sessions with trade experts

## EACH MODULE INCLUDES:

- 1. Reading Material and Videos:** Begin with essential reading materials and informative videos introducing key concepts and strategies.
- 2. AI-Assisted Exercises:** Engage with our artificial intelligence system, which will walk you through various exercises to help develop your export strategy. These interactive sessions will allow you to apply your knowledge to your business context.
- 3. One-on-One Assistance:** Conclude with an opportunity to schedule a one-on-one appointment with an expert. This personalized session will help you dive deeper into the module's content and address any specific challenges or questions.



**ENROLL NOW AND START YOUR JOURNEY TO EXPORT SUCCESS!**  
Learn more at <https://edcollaborative.com/edc-ggtp/>

After completing the 6-week course, you will gain the skills to start or expand your business in international markets. Check out the course content!

## WEEK 1: Embracing Global Opportunities

- Develop a global mindset
- Assess export readiness
- Identify target markets

## WEEK 2: Addressing Export Challenges

- Overcome common hurdles
- Conduct situation analysis
- Evaluate products for export

## WEEK 3: Market Research & Strategy

- Analyze market potential
- Understand global demand
- Develop marketing strategies

## WEEK 4: Preparing for International Trade

- Conduct PESTLE analysis
- Develop value propositions
- Navigate trade transactions

## WEEK 5: Regulatory Compliance & Contracts

- Understand trade rules and regulations
- Analyze trade documents
- Draft appropriate contracts

## WEEK 6: Financial Readiness

- Master trade finance concepts
- Mitigate risks
- Finalize export strategy

## Take this NO-COST course today!

**Virtual:** Learn from anywhere, anytime

**Self-Paced:** Fit the course around your schedule

**Expert Advising:** Get guidance from seasoned export pros

**AI-Powered Exercises:** Solidify knowledge with cutting-edge tech

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