

*Webinar on*

# **How To Go Global: 5 Proven Foreign Market Entry Techniques**

*Date : April 02, 2020*

# Learning Objectives

- Why growing your business internationally is an integral part of your business plan?*
- What foreign market entry strategy is the best for your company?*
- Exporting*
- Licensing Technology*
- Joint Ventures*
- Establishing an overseas manufacturing or sales subsidiary*
- Acquiring a foreign company*



Due to cost advantages from producing overseas, revenue opportunities from foreign sales and the potential to exploit a new technology, tapping international markets holds the greatest potential for growth.

**PRESENTED BY:**

*For more than twenty years, Douglas Cohen has been at the forefront of international trade and transactions. With senior positions in private law practice, IATA, the US Department of Commerce, and American Airlines, Mr. Cohen has developed substantial expertise in international business, global marketing, international trade, and transactions.*

Date : April 02, 2020

Time : 01 : 00 PM EST

Duration : 60 Minutes

Price: \$149

# Webinar Description

Due to cost advantages from producing overseas, revenue opportunities from foreign sales and the potential to exploit a new technology, tapping international markets holds the greatest potential for growth. The optimal approach for entering or expanding into foreign markets depends of the characteristics and objectives of the particular firm. Proven strategies include exporting, licensing, joint ventures, and establishing an overseas facility.



# Who Should Attend ?

*Marketing Managers*

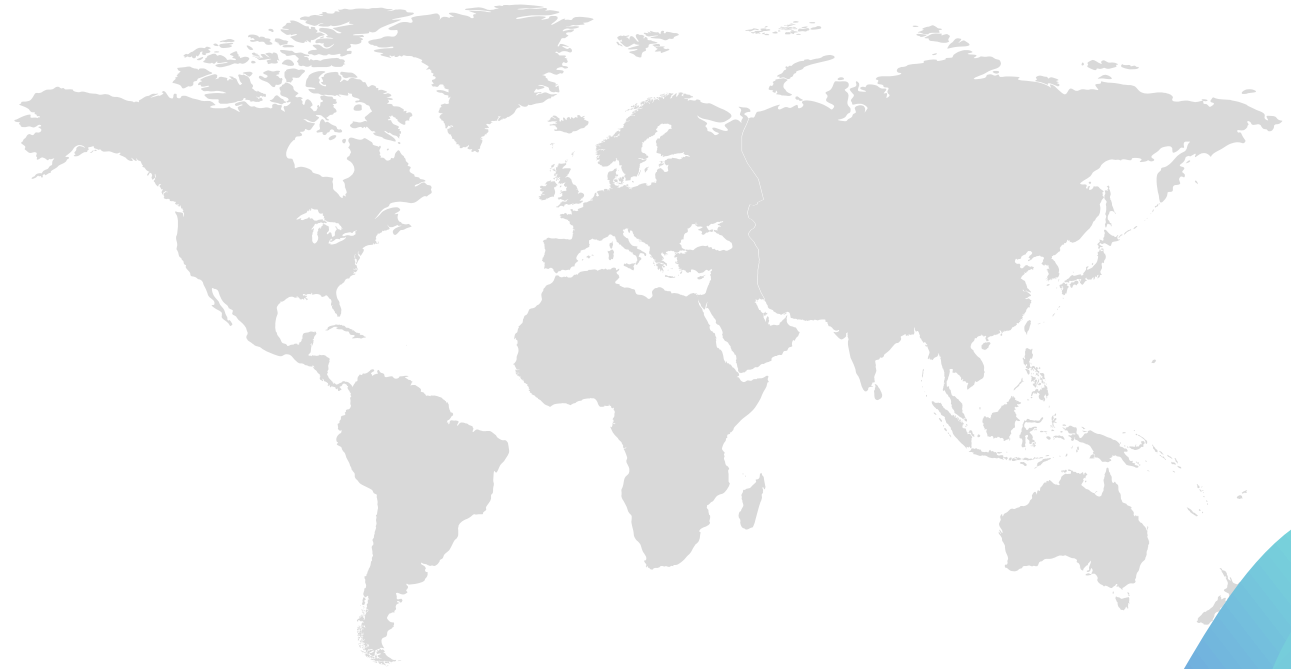
*International Compliance Managers*

*Business Owners*

*International Sales Persons*

*Chamber of Commerce*

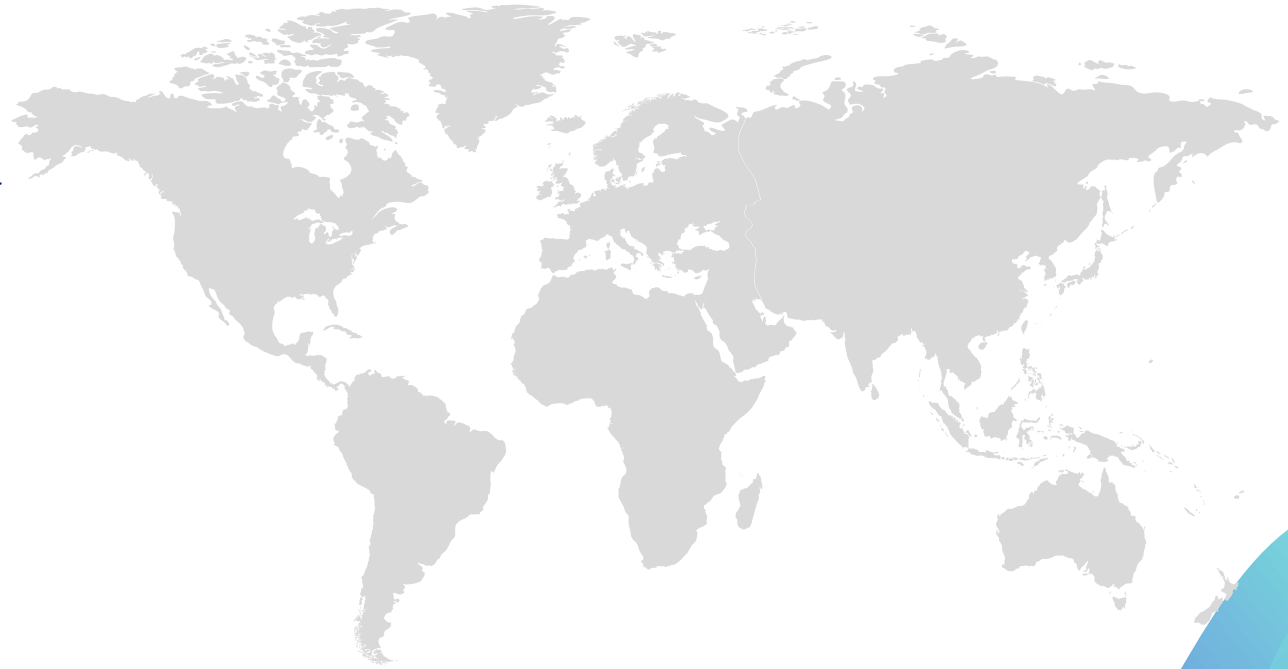
*Economic Development Groups*



# Why Should You Attend ?

*With the increasingly globalized and competitive market place, moving beyond the domestic market is a step few companies can choose to ignore. International sales should be an integral part of your business plan.*

*Attend this webinar to understand how to grow your business internationally and to learn the advantages and disadvantages of several foreign market entry strategies.*



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