



Export Survivor: International Market Selection

Thursday · May 5, 2005 · 8:30 – 11:30 a.m. · at BizTech · 515 Sparkman Drive · Huntsville

The North Alabama International Trade Association (NAITA) will hold a series of four half-day programs providing in-depth international business education. The series will begin May 5th with *International Market Selection*. With two-thirds of the world's purchasing power and 97% of the world's consumers outside the United States, companies will learn how to identify and target the best markets for their products and services. Diverse methods of international market research and data evaluation will be discussed, and various trade resources will be highlighted.

This session will be led by Dr. Gary Gardner, International Business Consultant and NAITA Board Member. Dr. Gardner has over 30 years of experience in international business development and marketing. He has been involved in the start up of three international organizations, and his last commercial assignment spanned 20 years. During that time he directed the international business activities of Altec Industries, Inc., a large Birmingham, Alabama-based manufacturer of equipment. He has taught International Business and Marketing and Business Legal Studies at the University of Alabama in Huntsville (UAH) and at Birmingham Southern College.

The *Export Survivor Series* will address export-related issues, such as making contacts overseas, market research and selecting the best market(s) for your products and services, export documentation, export licensing, putting together an export team/international business plan, and export financing & loans. The series will benefit those who are new to exporting, as well as those already involved in international business who would like to expand their markets. The success of Alabama's small and medium-sized businesses is essential to the economic prosperity of the state, and the key to growth of small and medium-sized businesses lies in exports. Smaller companies engaged in international business are more stable, achieve higher growth rates, and pay higher wages.

Sign up for the whole *Export Survivor* series or just the session you need most. Let your colleagues know about the other topics that may benefit their organization or department. **Other dates and topics are: May 19 – Legal Aspects of International Business; June 9 – Financing the International Transaction & Getting Paid; June 23 – The Export Transaction: Moving Your Product Overseas.**



Export Survivor – Market Selection RESERVATION FORM

May 5, 2005 • at BizTech • Early reservations are advised as seating will be limited

\$35 – NAITA Member \$50 – Non-Member

NAME _____ TITLE _____

COMPANY _____ PHONE _____ FAX _____

ADDRESS _____ email _____

CITY _____ STATE _____ ZIP _____

Please return this form with a check (no credit cards), payable to NAITA, P.O. Box 2457, Huntsville, AL 35804, or Fax: 256.532.3704, or email info: rsvp@naita.org. Questions? Contact NAITA at 256.532.3505 or naita@naita.org.