

# 8 CITY SEMINAR TOUR | EXPORTS LIVE! Real Deals, Real Profits

## Successful Small Business Export Strategies: Eight-City “Exports Live!” Seminar Series

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### OVERVIEW

**WHAT:** Six federal agencies have created a series of interactive seminars designed to educate small businesses about export opportunities and how they can be used to grow their businesses, grow the economy, and create jobs. At each event, attendees will learn about the government products and services that are available to help them succeed in the global marketplace.  
*(See ‘Agenda’ for sample program outline)*

**WHEN/WHERE:** Each half-day seminar will begin at 8:30 AM and will conclude at 1:30 PM.  
Optional one-on-one sessions for attendees will be available between 1:30 PM and 3:00 PM.

<b>New York, NY</b>	Monday, Oct. 5	<b>Detroit, MI</b>	Monday, Nov. 9
<b>Boston, MA</b>	Tuesday, Oct. 6	<b>Chicago, IL</b>	Tuesday, Nov. 10
<b>Miami, FL</b>	Monday, Oct. 26	<b>Los Angeles, CA</b>	Monday, Nov. 16
<b>Houston, TX</b>	Tuesday, Oct. 27	<b>Seattle, WA</b>	Tuesday, Nov. 17

**AGENCIES:** Participating government agencies and officials include:

- **Export-Import Bank of the U.S.** - Fred P. Hochberg, Chairman and President
- **U.S. Department of Commerce** - Secretary Gary Locke
- **Small Business Administration** - Karen Mills, SBA Administrator
- **U.S. Trade & Development Agency** - Leocadia I. Zak, Acting Director
- **Office of the U.S. Trade Representative** - Ambassador Ron Kirk
- **Overseas Private Investment Corporation** - Dr. Lawrence Spinelli, Acting President

**ATTENDEES:** Approximately 150-200 businesses will attend each event at a cost of \$99 per attendee.  
*(Registration fee includes a continental breakfast and lunch)*

Marketing efforts will target ‘export-ready’ small businesses that have either just begun to export or are looking to export in the future. A coordinated joint-marketing effort to reach these businesses is underway and will include all of the agencies listed above, federal/state/local government partners, third-party organizations, and paid advertising.

**REGISTRATION:** For more information or to register, please visit [www.export.gov/exports\\_live](http://www.export.gov/exports_live) or call toll-free 1-(888) 966-2009. *(Space is limited)*

**MEDIA/PRESS:** Events are ‘Open Press’. *(Press inquiries please use registration contacts listed above)*





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## AGENDA

- 8:00 – 8:30 AM**      **Registration & Coffee**
- 8:30 – 8:40 AM**      **Welcome**  
Welcome and brief introductory remarks.
- 8:40 – 9:00 AM**      **Opening Remarks – “Why Exports Matter”**  
A discussion on the importance of exports to our economy and their positive impact on job-creation and economic growth.
- 9:00 – 10:15 AM**      **Panel Discussion – “Success Stories from Small Business Owners”**  
A moderator led discussion with small business leaders on how they were able to use government products and services to grow their businesses through exports.
- 10:15 – 10:45 AM**      **Break**
- 10:45 – 12:00 PM**      **Panel Discussion with Agency Officials – “How We Help”**  
A moderator led discussion with agency officials who explain how their products and services can help business owners expand their export opportunities.
- 12:15 – 1:15 PM**      **Lunch and Keynote Speaker**  
Keynote speaker delivers remarks during lunch.
- 1:30 – 3:00 PM**      **One-On-One Sessions for Attendees**  
Guests are given the opportunity to have brief one-on-one meetings with agency officials and local export development officials to ask questions and learn more about how their products and services can be applied to specific businesses.  
*(Priority is given to those who register early)*

