

Miami, Florida • March 29, 2017

8:00 – 9:00 am* **Registration and Breakfast**

9:00 – 10:00 am **Welcome Remarks and Morning Keynote**

10:00 – 10:15 am **Networking Break/Expo**

10:15 – 11:05 am **Start Local, Scale Global: Secrets to Global Success**

Your website already gives you global reach. Join exporting experts to learn real world tips and tricks to help more international buyers find you, and hear from successful exporters about their digital path to foreign sales.

11:05 – 11:20 am **Networking Break/Expo**

11:20 am – 12:10 pm **Breakouts | Choose one of these sessions:**

<p>The Exporting Team You Didn't Know You Have: Tapping Federal and State Resources for Growth</p> <p>Discover a wealth of existing local, state and federal resources available to help you start and grow your exporting operation. Find the right agency for each stage in your exporting journey.</p>	<p>Global Connections</p> <p>Attend a mentoring session and gain insights from top industry experts, government officials and successful exporters who can give you a deeper understanding in a range of topics:</p> <ul style="list-style-type: none"> • Selecting successful markets • Leveraging local resources and opportunities • Winning international government contracts • Finding global partners • Getting paid • And much more <p><i>Please opt-in at Online Registration for the opportunity to be matched with a mentor.</i></p>
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12:10 – 12:25 pm **Networking Break/Expo**

12:25 – 1:25 pm **Lunch & Keynote Speaker**

1:25 – 1:40 pm **Networking Break/Expo**

1:40 – 2:30 pm **Breakouts | Choose one of these sessions:**

<p>Getting Paid: The Keys to Successful Transactions</p> <p>As you make deals with buyers around the world, you'll also need to sell them securely and profitably. If foreign exchange rates, payment terms and payment transfer methods seem confusing, you're not alone. In this session, leading practitioners will provide information you can use right away to minimize payments risk.</p>	<p>From Handshake to Done Deal: Department of Commerce Programs That Put You in Front of Buyers</p> <p>Once buyers start to find you digitally, you will identify markets where you will want to take a deeper dive. The Department of Commerce has programs to help, which range from coordinating meetings with qualified buyers to organized trade missions and running sessions where local buyers convene to hear from you. In this session, you'll hear from officials about Trade Missions and specific programs like the Gold Key Service and Single Company Promotion.</p>
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2:30 – 2:45 pm* **Networking Break/Expo**

2:45 – 3:35 pm **Breakouts | [Choose one of these sessions:](#)**

**Casting a Wider Net:
Leveraging Sales Channels to
Extend Your Market Reach**

Develop your long-term exporting vision by exploring options to help you grow and extend incrementally into new international markets. Learn the pros, cons and variations for options like trade shows, indirect and direct channel models.

Global Connections

Attend a mentoring session and gain insights from top industry experts, government officials and successful exporters who can give you a deeper understanding in a range of topics:

- Selecting successful markets
- Leveraging local resources and opportunities
- Winning international government contracts
- Finding global partners
- Getting paid
- And much more

Please opt-in at Online Registration for the opportunity to be matched with a mentor.

3:35 – 4:30 pm **Networking Cocktail Reception: Meet the Speakers****