What are top economic development experts worldwide saying?

“Export or Fail!”

Wake Tech’s Export Ready Training Program, on location in Central America, will put your company on the fast track to international success!

Experience the best of El Salvador and Honduras. Learn how to capitalize on DR-CAFTA opportunities.

“Did You Know?”

- U.S. exports to DR-CAFTA countries are greater than exports to China.
- In 2007, North Carolina exported almost $1.4 billion in goods to CAFTA countries.
- N.C. is the #1 state for Textile Production Employment and #4 for Apparel Production in the U.S.
- North Carolina exports increased 9.7%, to $23.3 billion in 2007.
- International trade creates jobs – roughly one job per $67,000 in export sales.
- Best export prospects include textiles, agriculture, machinery, medical, optical fibers, and construction equipment.
- The N.C. Department of Commerce International Trade Division provides export sales assistance on location in six countries worldwide.
- N.C. is home to over 1,500 companies in the textile complex, employing over 135,000 people and generating over $35 billion in annual revenues.
- Resources are available to help your company succeed internationally.
- Successful exporters meet their buyers “eye-to-eye”!

“Present DR-CAFTA 2009 on location in El Salvador and Honduras February 28-March 7, 2009

in cooperation with:

- U.S. Department of Commerce Commercial Service
- N.C. Community College System Small Business Center Network
- N.C. State Ports Authority
- N.C. World Trade Association

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“This is one of the most impressive programs I’ve seen, not only in content, but practical application as well.”

William Fenn, Chairman Emeritus, N.C. Home Furnishing Export Council

“Since the trip, my employer, Sumitomo Electric, has reaped rewards in many ways, especially through product sales and increased market share.”

Joshua Seawell, Supervisor Sumitomo Electric Lightwave, Inc.

“We’re famous for our ‘Bone Suckin’ Sauce. In 2005, we were exporting to 26 countries worldwide – today, we’re in 40 countries. The Wake Tech Export Ready Program was the catalyst for taking our business international.”

Pat Ford, Vice President Fords’ Gourmet Foods of Raleigh

“This program was of great help to me with logistics, contacts, and understanding the importance of culture. My trip was of significant help in expanding my export capability.”

Peter Naylor, President Naylor Technical Services Group

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Our world is open for business!

Program participants will spend a full week in El Salvador and Honduras, learning strategies for exporting North Carolina products.

You will learn:
- The business dynamics of DR-CAFTA Protocol
- Benefits
- How to capitalize on services provided by the N.C. Department of Commerce International Trade Division
- How to profit from U.S. Embassy Foreign Commercial Service assistance
- How to work with channels of distribution and international agents and find distributors and alliances
- About Preferential Trade Partners

Cost includes:
- Round-trip airfare (from selected N.C. airports)
- Deluxe accommodations for seven nights
- Conferences with business leaders in El Salvador and Honduras
- Ground transportation to program events
- Valuable networking events
- Cultural experiences

Participants are responsible for some meals and for all personal expenses incurred.

Additional Business Opportunity

For an additional fee, the U.S. Commercial Service will offer "Gold Key" services during this program. To learn more, contact George Thomas U.S. Export Assistance Center 704-333-4886 x223 George.Thomas@mail.doc.gov or visit these websites: www.buyusa.gov/centralamerica/en/88.html www.buyusa.gov/northcarolina/partners.html

Registration Fees (estimated):
$2,600 per person, double occupancy
$3,250 per person, single occupancy
A deposit of $1500 per person is due by Dec. 3, 2008. Balance is due by Jan.20, 2009. Payment may be made by Visa, MasterCard, or check to Wake Tech Export Outreach Fund.

Total amount of deposit
Credit card number
Expiry Date
Signature

Mail completed form with deposit to:
Ken Dillo, Director, Small Business Center
Wake Tech Western Wake Campus
3434 Kildaire Farm Road, Suite 207
Cary, NC 27518-2277

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