

# THE WORLD IS

# Your Market

## LOGISTICS IN GLOBAL TRADE

### ABOUT THIS WORKSHOP

Join two of our network's leading global trade experts for an insightful and free webinar on how logistics powers international commerce 24/7, moving goods, and services across borders by land, sea, and air. Whether you're new to trade or looking to sharpen your understanding, this session offers a practical look at the essential elements of logistics in today's interconnected economy.

### WHAT YOU'LL LEARN

- **The Basics of International Logistics:** Key Players: Freight Forwarders & Specialized Providers, Understanding INCOTerms & Exporter Readiness
- **Export Readiness:** Product Preparation & Compliance Essentials
- **Real-World Case Studies:** Importing Raw Materials, Exporting Finished Goods and Services, "Know Before You Go": Tips for Navigating Global Trade

TAUGHT BY Tom Hanson & Geoffrey Bogart

WEDNESDAY | JUNE 18TH | 10-11 AM

REGISTER HERE: [CASBDC.BIZ/INTTRADE2](https://casbdc.biz/inttrade2)



Presented by the **Central California SBDC**. Learn more at [CentralCaSBDC.com](https://CentralCaSBDC.com)



The Central California SBDC Network Small Business Development Centers are funded through a cooperative agreement with the U.S. Small Business Administration (SBA) and the California Office of the Small Business Advocate (CalOSBA). All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA, CalOSBA, or the Central California SBDC Network. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For more information, contact [ucmsbdc@ucmerced.edu](mailto:ucmsbdc@ucmerced.edu).