

Cleveland State
University
Global Business Center



GLOBAL | REACH Program Series

Sponsored by:

National City

GLOBAL | REACH Program Series

The Global Business Center at Cleveland State University's Nance College of Business announces the GLOBAL | REACH Program Series—a new series of one-day practical programs to assist and enable suppliers, service firms and manufacturers in Northeast Ohio to develop their global strategies, improve their international operations and increase their competitiveness in global markets.

This series of high impact, high quality international business programs is designed to develop competencies within U.S. companies and enable them to compete globally by providing current information, best practices and networks. These programs will expose your company to international business mechanics and strategies to increase the knowledge base needed to operate effectively in a dynamic global marketplace. They cover issues you must address in all the necessary components of a successful operating strategy:

- **R**esearch your market opportunities
- **E**ducate yourself and your employees
- **A**llocate resources
- **C**arry out your strategy
- **H**it your numbers

Whether your company is in the early stages of expanding globally, or needs up-to-date information on:

- Best practices
- Regulatory trade policies and procedures
- Market needs and requirements
- Sourcing opportunities

The GLOBAL | REACH Program Series will provide the latest information and strategies to improve your bottom line and differentiate you in global markets.

Who Should Attend

Participants will include, but will not be limited to, mid-high level executives from suppliers, manufacturers, wholesalers and retailers in the region.

Location and Parking

Programs are held at Cleveland State University, Glickman-Miller Hall, 1717 Euclid Avenue, Cleveland. Parking is provided in the WG Lot, located on 17th Street between Euclid/Chester.

Program Format

Registration and continental breakfast begin at 8:00 a.m. See individual program descriptions for details on program duration. Lunch is included with your registration.

More Information

For further information on the Global Reach Program Series, visit www.csuohio.edu/cba or contact the Global Business Center at (216) 687-4750 or c.hyle@csuohio.edu.

Program One: Current Import Mechanics and Compliance

February 8, 2007; 8:00 a.m. - 2:30 p.m.

This program will provide importers with an overview of key areas that need to be addressed through internal processes and procedures to meet standards set forth in the Customs Modernization (Mod) Act and the Import Regulations. Topics to be covered include:

- Review of Mod Act
- Import Documents/Entry of Merchandise
- Country of Origin
- Marking Requirements
- Managing Brokers
- Post Entry Audits
- Liquidation and Protests
- Record-keeping Requirements
- Penalties

Presenter: Sonja Johnson, Associate Director of the Van Andel Global Trade Center

Sonja is a licensed Customs Broker and has held various compliance positions within the service and manufacturing industries. Her past 13 years of experience has been spent consulting with companies on establishing global purchasing contracts, import record-keeping, compliance and international supply chain strategies.

Program Two: NAFTA Trade Mechanics

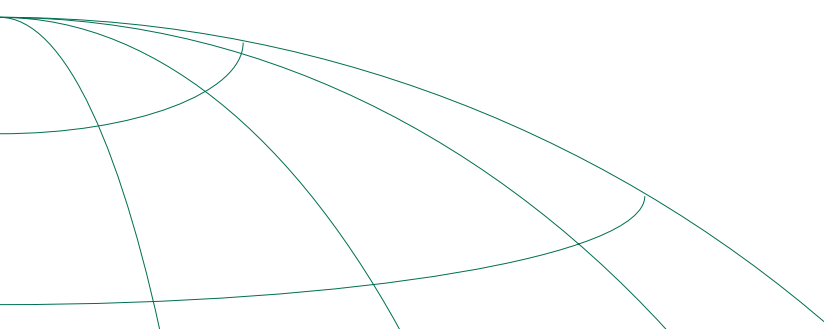
April 12, 2007; 8:00 a.m. - 2:30 p.m.

Does your company currently export or sell domestically to someone who exports to Canada or Mexico? Is a “NAFTA Certificate of Origin” being requested for the goods you sell? If you answered yes to either of these questions, you should attend this program to improve your level of understanding NAFTA documentation and determine whether your company’s products qualify for NAFTA preferential treatment.

The three NAFTA Customs Agencies focus the burden of certification proof on the exporter of record. Although your freight forwarder may complete the NAFTA Certificate of Origin on your behalf, your company is held liable for the declarations being stated. Record-keeping and audit trail systems are being required by the NAFTA participating Customs Agencies to assure that due diligence is being practiced during the certification and documentation process. It is in your company’s best interest to understand the NAFTA Certificate of Origin requirements in order to verify if your or your supplier’s goods will qualify as “NAFTA” originating materials. Topics to be covered include:

- NAFTA Definitions
- Rules of Origin & Annex 401
- Preferential Criteria
- Regional Value Content Requirements
- Producer/Supplier Declarations
- How to complete the Certificate
- Country of Origin Marking Rules

Presenter: Sonja Johnson, Associate Director of the Van Andel Global Trade Center



Program Three: Global Supply Chain Execution

June 14, 2007; 8:00 a.m. - 4:00 p.m.

Economic uncertainties exist across the globe while the pressure to deliver products at lower cost, in less time, and with quality assurance and compliance has increased. Supply chain strategies and execution must create the ability to respond to global challenges, while simultaneously improving customer service, customer satisfaction and profitability. What are the essential elements of the global supply chain that will help you drive down costs, improve service, and create value for all of your supply chain members? This and other related questions will be addressed.

Our speakers will address these topics and others as this ever-changing discipline challenges the most seasoned professionals.

Program Four: Penetrating Global Markets—A Tactical View

September 13, 2007; 8:00 a.m. - 2:30 p.m.

The need for solid international market entry tactics is an integral part of a global market entry strategy. To penetrate global markets, companies must have a clear understanding of their market entry options and have the skill, resources, and expertise to execute. Country by country complexities have increased the opportunities and the challenges for firms. All of these components must be brought together in a comprehensive worldwide strategy that leverages resources and maximizes entry effectiveness. The following topics will be addressed:

- Market entry options
- Target market selection
- Global strategy development
- Country by country market entry specifics
- Entry scenario comparison
- Internal resources required
- Market research planning

Our speakers will present some of their successes as well as their biggest challenges in entering new markets.

Program Five: Translating Human Resources Around the World

November 8, 2007; 8:00 a.m. - 4:00 p.m.

As the complexity of worldwide operations increases, so too do the Human Resource functions supporting those operations. Developing strategies for managing global operations in new and unfamiliar ways will be the focus of this program. Translating Human Resources Around the World presents an opportunity for you to increase your comfort levels associated with leading a global workforce. The following topics will be presented:

- Assess the readiness of your organization's HR function for global operations
- Optimizing ex/impatriate assignments
- Global corporate culture dissemination tactics
- International recruiting
- Managing the foreign national
- Compensation and benefits around the world

As part of this dynamic topic, our speakers will provide examples of what has worked for them as they have increased workforce presence in every major market in the world.

GLOBAL | REACH Program Series

How to Register



Register online using your Master Card, Visa, or Discover at www.csuohio.edu/cba/.



Call (216) 687-4750. Please be prepared to provide credit card information.



Fax the completed registration form with credit card information to (216) 687-9331.



Mail the completed registration form with payment to Cleveland State University, Nance College of Business, 2121 Euclid Ave., BU 402, Cleveland, OH 44115.

Personal Information:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

Program Fees:

\$295 per session or \$1180 for the full series (one free seminar)

\$225 per session or \$900 for the full series (one free seminar) when registering 3 or more persons from the same organization

Course Selection:

___ **Program One:** Import Mechanics and Compliance – February 8, 2007

___ **Program Two:** NAFTA Trade Mechanics – April 12, 2007

___ **Program Three:** Global Supply Chain Execution – June 14, 2007

___ **Program Four:** Penetrating Global Markets—A Tactical View – September 13, 2007

___ **Program Five:** Translating Human Resources Around the World – November 8, 2007

Payment Method:

___ Check (full amount only—payable to Cleveland State University)

___ Company Purchase Order (submit P.O. with registration form) P.O. Number _____

___ Credit Card (circle one): Discover Master Card Visa

Card # _____ Exp. Date _____

Signature _____

Refund Policy:

Registrants who cancel will receive a refund less a \$50 processing fee if we receive written notification 48 hours before the scheduled seminar.