



# TCAD Presents

## ESSENTIAL ELEMENTS OF EXPORTING

Topics will include:

- Export Readiness
- International legal issues
- How to collect foreign debt
- Export documentation
- International contracts
- Finding / qualifying potential foreign partners
- Export payment terms & letters of credit
- Market research
- The role of the freight forwarder

Panelists:

- Ralph Bocchino - Vice President and Senior Regional Trade Manager at HSBC
- Rich Paul - International Practice Attorney--Hiscock & Barclay
- Scott Perkins - Mohawk Global Logistics Inc
- Jerry Shaye - International Trade Development / Empire State Development
- John Tracy - U.S. Department of Commerce
- And a representative from an Ithaca company that is currently exporting.

There will be ample time for questions and answers.

**November 9 from 12:00 until 2:00 PM** (Registration at 11:30)

Ramada Inn Ithaca  
2310 North Triphammer Road  
(607) 257-3100

\$25.00 Includes Lunch

Please RSVP to [info@tcad.org](mailto:info@tcad.org)

Please Call TCAD at 607-273-0005 with any Questions

### About TCAD

#### TCAD's Mission

TCAD is dedicated to building a thriving and sustainable economy that improves the quality of life in Tompkins County by fostering the growth of business and employment.

#### TCAD's Vision

A flourishing economy with exciting, innovative firms that inspire and attract a talented workforce.

[www.tcad.org](http://www.tcad.org)