

**CalAgX TRAINING CAN
 BE THE DIFFERENCE
 BETWEEN SUCCESS
 AND FAILURE!**

CalAgX is the most comprehensive export training program available to the specialty crop industry in California. It benefits the producers, processors, exporters, and marketers of California grown products. Connect with foreign buyers and global trade professionals while participating in the most comprehensive global trade program in the state. Take your product to a global market, and save your business time and money!

REGISTRATION

C For more information or to register for Chico:
www.regonline.com/calagx-executiveseries

Y For more information or to register for Yreka:
tinyurl.com/h2jc4ov

Fee: \$60.00 - Includes All 6 Sessions Plus the Export Assistance Program Module!

LOCATIONS & DATES

CHICO - May 17th & 24th

Bell Memorial Student Union (BMU)
 CHICO STATE UNIVERSITY CAMPUS
 West 2nd Street, Chico, CA 95928

YREKA - May 18th and 25th

College of Siskiyous
 YREKA CAMPUS
 2001 Campus Drive, Yreka, CA 96094
 LETC Building Room 1

TRAINING TOPICS

May 17th Chico | May 18th Yreka

- 9 am – 4 pm with a 1 hour lunch break
- Session 1: Introduction to Exporting (30 minutes)
 - Session 2: Export Regulations and Legal Aspects (2 hours)
 - Session 3: Transportation and Documentation (2.5 hours)
 - Session 4: The Art of Cross-Cultural Negotiation (30 minutes)

May 24th Chico | May 25th Yreka

- 9 am – 3 pm with a 1 hour lunch break
- Session 5: Getting Paid, Finance & Credit Insurance (2 hours)
 - Session 6: Marketing: Finding & Keeping Foreign Customers (2 hrs.)
 - Export Assistance Programs for CA food / Ag companies (45 min.)

PROGRAM QUALIFICATIONS

- Must be a California based business.
- In business at least 1 year (**Employer Identification Number required**).
- Products grown and produced in California.
- Have a qualified specialty crop product as defined by USDA that can be exported. Includes processed food products that are made up of 50% or more of a CA specialty crop.

