

## GLOBALTARGET FEATURES AND BENEFITS

If your company needs additional guidance in “going global” or expanding its global presence, this program will provide you with the skills, tools and confidence you need to enter global markets. Program features include:

- Customized, pre-determined topics for discussion that will address your company’s needs and provide relevant information to help you move into new global markets.
- Monthly meetings featuring distinguished business experts who address aspects of international business.
- Exporters who serve as mentors willing to share their international experience.
- Access to ancillary educational programs offered by The University of Toledo College of Business and Innovation, such as the Schmidt School of Professional Sales and the Center for Family and Privately-Held Business.
- Access to the International Partner Search (IPS), a report that will help to identify and secure pre-qualified global partners through high-quality market information on the sales potential for your products and services in an international market.
- One-year membership to The University of Toledo Center for Family and Privately-Held Business, which provides a forum for idea exchange and networking. The center provides relevant information on current business trends to help families in all stages of business ownership and growth through topical seminars, interactive video sessions and affinity groups where members meet regularly to confidentially discuss business and personal matters.
- Access to the International Trade Assistance Center (ITAC), which provides free export assistance services to small- and medium-sized businesses. Services include market research; an examination of their culture, finances and resources to make sure they are ready to export; locating sources of funding, such as a loan or a grant; export compliance education; cultural and language assistance; export documentation; and logistics.



### PROGRAM FEES

The fee of \$1,595 includes a one-year membership for two individuals to receive all program features outlined here. Meals, parking and administration costs are all included. You also receive access to the U.S. Commercial Services International Partner Search (IPS) or the Gold Key Matching services at no additional cost, made possible by the generous support of United Parcel Service.

### FOR MORE INFORMATION OR TO JOIN

Visit [utoledo.edu/business/global](http://utoledo.edu/business/global), call 419.530.2068 at the Global Business Development Institute, or email [debbe.skutch@utoledo.edu](mailto:debbe.skutch@utoledo.edu).

To enroll, download a registration form at [utoledo.edu/business/global/target](http://utoledo.edu/business/global/target). Email the completed form to [debbe.skutch@utoledo.edu](mailto:debbe.skutch@utoledo.edu) or mail to:

**Global Business Development Institute**  
Mail Stop 103  
The University of Toledo  
2801 W. Bancroft St.  
Toledo, OH 43606

*You will receive a timely response.*



**COLLEGE OF BUSINESS  
AND INNOVATION**

THE UNIVERSITY OF TOLEDO



## GlobalTarget 2015 EXPAND YOUR BUSINESS BY SEIZING GLOBAL OPPORTUNITIES

EXPORTING YOUR  
COMPANY’S PRODUCTS  
AND SERVICES HAS THE  
POTENTIAL TO PROVIDE  
GROWTH TO YOUR  
BUSINESS AND YOUR  
BOTTOM LINE.



# WHY JOIN GLOBALTARGET?

With the dynamic growth of Chile, Russia, Malaysia, China and other international markets, manufacturers and service providers in northwest Ohio have increased export opportunities. However, entering these markets can seem daunting due to unfamiliarity with the intricacies of exporting.

The Global Business Development Institute at The University of Toledo's College of Business and Innovation is partnering with United Parcel Service (UPS) and the U.S. Commercial Service to provide you with access to experts who will help your company enter new global markets quickly and with greater knowledge and confidence through the **GlobalTarget** program.



*“The UT Global Target program covered topics that included understanding business and social cultures, credit policy and getting paid, international marketing and shipping. Topics were led by knowledgeable individuals who work directly in those areas of international business.*

*Our mentor was helpful in further explaining some of the techniques to carry out foreign sales.*

*I think our greatest lesson from our experience in the GlobalTarget program was the quality of professional contacts available to us and the vast resources accessible to companies who want to pursue international business.”*

– Kurt Miller, Northwood Industries

The **GlobalTarget** program at The University of Toledo is designed to meet the needs of small- and medium-sized businesses interested in expanding into global markets.

**GlobalTarget** can help you develop plans to improve your business's supply chain, identify talent, understand export financing and develop market entry strategies. **GlobalTarget** participants meet monthly for specialized sessions covering relevant topics based on an *understanding of current members' needs*. Mentors help participants address their individual needs.

*“The format and resources provided are excellent to expose participants to international sales/logistics. Although we've been conducting international business for many years, the program helped us to better understand the process and utilize resources available to us.”*

– Ben McGilvery, Cauffiel Corporation

*“I made the decision to do whatever it takes to move our business forward. I had done some research about doing business in Canada, but I needed a lot more help. What I learned and the resources available through GlobalTarget are great. We'll take advantage of our Gold Key partnership and our one-year membership to the UT Center for Family and Privately-Held Business. I would absolutely recommend this program.”*



– Mark Damschroder, Roots Poultry

Membership in **GlobalTarget** at The University of Toledo provides an interactive, inexpensive, value-driven and fluid method to help you extend your company's knowledge. This allows you to properly deploy resources to successfully enter the global marketplace or to increase your global success if you already do business internationally. Participating companies select a management-level individual (and one alternative individual) with responsibilities for their company's international development and advancement to attend this program. Course content is delivered by experienced exporters.



*“GlobalTarget is not only an educational experience, but also a celebration of local businesses. Right Way Safety is better prepared to handle the importing and exporting of goods from other countries, which will help us serve our customers with the professionalism they deserve. We will utilize shipping strategies to keep costs low and we have a better understanding of international contracts and legalities, which will ensure that business continues to run smoothly.*

*The resources, advice and knowledge offered by the guest speakers are valuable beyond estimation. Those who spoke were not just willing, but eager to answer any questions and help with any dilemmas. Thanks for an experience that will surely benefit us for years to come.”*

– Maureen Georgevich & Richard Sobel, Right Way Safety Equipment