

Program Guide



YOUR CONNECTION TO GROWTH®

The 3 Tracks to Export Growth

Our three program categories enable new and established suppliers to pursue international market opportunities and fuel long-term growth.



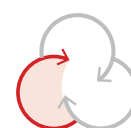
Exporter Education

Enhance your export expertise with ongoing education programs for all experience levels.



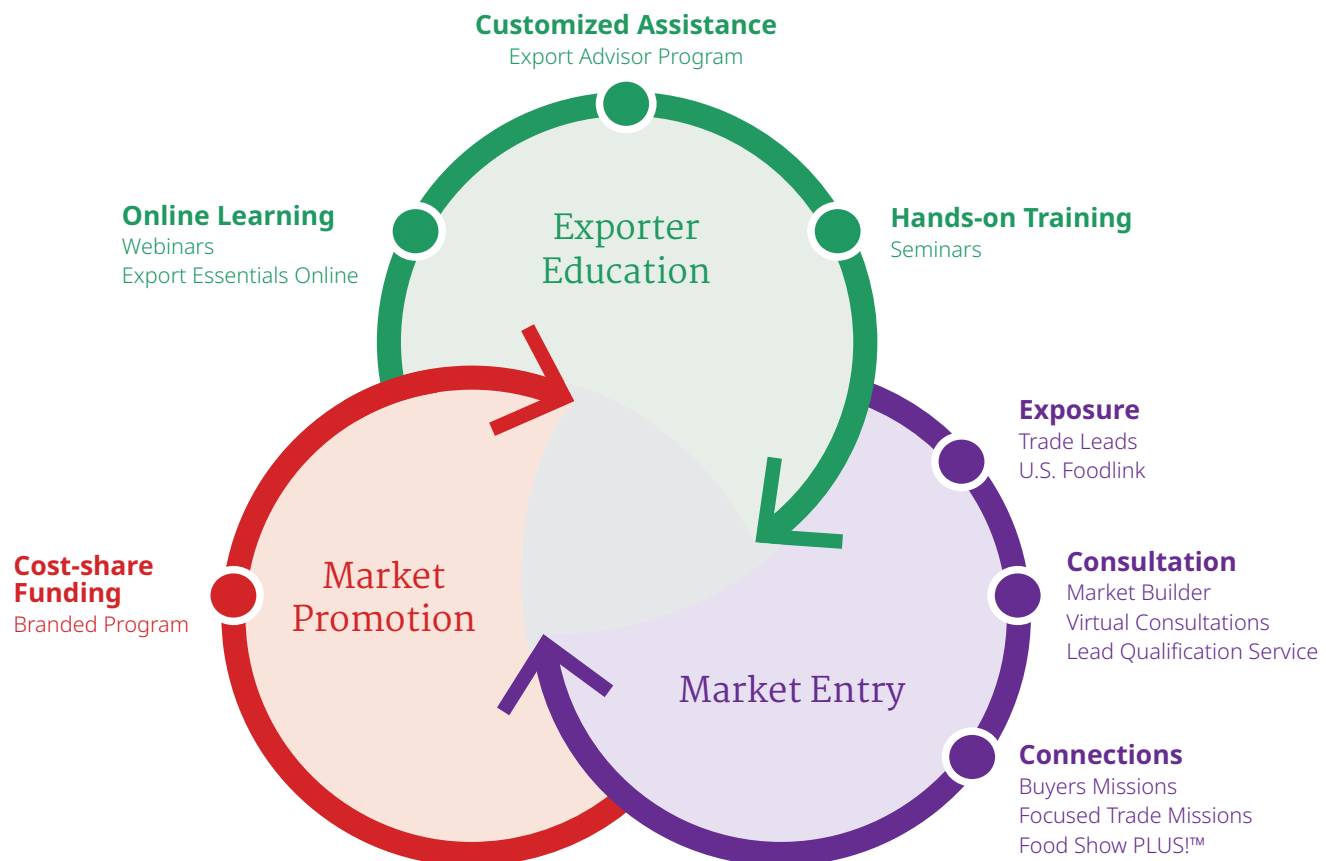
Market Entry

Identify opportunities in international markets and meet potential buyers.



Market Promotion

Strengthen your international presence through the Branded Program.



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Exporter Education

Webinars

Learn about the export process and the resources available to help expand your business

Export Advisor Program

Year-long assistance from expert advisors to help your company develop and implement an export strategy

Export Essentials Online

Comprehensive online learning modules on the exporting process

Seminars

Live seminars based on key export topics and regional subjects of interest



Market Entry

Trade Leads

Receive targeted trade leads from qualified buyers via our overseas network at no cost

Market Builder

Customized market research from our In-Market Representatives and importer feedback on your product

Lead Qualification Service

Get help qualifying foreign buyer leads following an event or via online introduction

Focused Trade Missions

Travel and explore a market to experience the local food industry landscape and meet with prospective buyers

U.S. Foodlink

Showcase your products and gain exposure with buyers in our internationally-distributed newsletter

Virtual Consultations

Video chat with an In-Market Representative to get first-hand feedback from our industry experts

Buyers Missions

Meet with qualified buyers and promote your products without leaving the U.S.

Food Show PLUS!™

Maximize your trade show success with on-site assistance, market knowledge, and access to qualified buyers



Market Promotion

Branded Program

Receive 50% cost reimbursement on an assortment of international marketing activities including advertising, demos, website development, international trade shows, and more



Find Export Success at Your Fingertips.

Scan to see our program overview.
www.foodexport.org/program-overview

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Visit www.foodexport.org

