

# FREE TRAINING WORKSHOP: EXPORTING FOR SMALL BUSINESSES

## LOOKING NORTH AND SOUTH: USMCA AND EXPORT OPPORTUNITIES

### OUR GUEST SPEAKERS | MARKET ADVISORS



**CECILIA DEL CARMEN ORTEGA COVARRUBIAS**  
Director  
OCEGA Consultores



**TOM HANSON**  
International Trade Advisor  
Cen CA SBDC



**MACKENZIE "MACK" WEST**  
Director of Market Development  
GHY International



**GEOFFREY BOGART**  
International Trade Advisor  
Cen CA SBDC

### ABOUT THE WORKSHOP

Explore the vast export potential with our neighbors through our International Trade Business Advisors' session on the US Mexico Canada Agreement (USMCA). Don't miss out on these "markets you can drive to!"

### YOU WILL LEARN

- Meet logistics industry experts from Canada and Mexico
- Learn how to be part of North America's giant trade agreement
- Discover leading industry sectors for goods and services

DATE & TIME:  
**THURSDAY SEPT. 26<sup>TH</sup>**  
**10 AM - 11:30 AM**

**Online  
Event**

REGISTER HERE:  
[bit.ly/44gxQGO](https://bit.ly/44gxQGO)

Presented by the **Central California SBDC**. Learn more at [CentralCaSBDC.com](https://CentralCaSBDC.com)



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