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## Press Release

COMMISSIONER'S OFFICE

FOR IMMEDIATE RELEASE  
April 6, 2012

No. 12-17

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### **Export Training Opportunity for Alaska Small Business** *Doing Business in China classes offered in April and May*

(Juneau, AK) – Alaska small businesses have an opportunity to participate in a new training program aimed at increasing exports to China, the fastest growing export market for Alaska. Through the State Trade and Export Promotion (STEP) grant, a US Small Business Administration program designed to increase US small business exports, the ***Doing Business in China*** workshop will provide aspiring exporters with a strong understanding of the financial, marketing, and operating skills needed for export trade.

Workshops will be offered in five Alaska communities in April and May 2011. The University of Alaska Center for Economic Development is the state's training partner for the workshops. Three of the courses may also be accessed statewide via university video conference and the internet. Topics include export law and documentation, understanding Chinese cultural and business practices, basic business tips, an overview of currency management, transaction assurance, and setting up an export strategy. Training is offered at no cost, but space is limited. Each training program will last approximately four hours each morning. Attendees may set up one-on-one appointments with instructors in the afternoons.

#### **Training Events:**

- Palmer, April 17, 8:30am – 12:00pm (*space limited to 40 people*)
  - At the Mat-Su Copper River Cooperative Extension District Office at 809 S Chugach, Ste 2
- Fairbanks, April 19, 8:30am – 12:00pm (*space is limited to 40 people*)

- At the UAF Tanana District Office, 724 27th Ave. above the Fairbanks Community Food Bank
- The Fairbanks class has a video conference connection to other university facilities. ***Must sign up 7 days in advance***
- Anchorage, April 24, 8:30am – 12:00pm (*space is limited to 20 people*)
  - At the Alaska Sea Grant Marine Advisory Program office at 1007 West 3rd Ave, Suite 100
  - The Anchorage class has a video conference connection to other university facilities. ***Must sign up 7 days in advance.***
- Kenai, April 26, 8:30am – 12:00pm (*space is limited to 80 people*)
  - At the Kenai River Center, 514 Funny River Road in Soldotna
- Juneau, May 8, 8:30am – 12:00pm (*space is limited to 50 people*)
  - At the University of Alaska Southeast campus in the Egan Library (downstairs in the UATV classroom) at 11120 Glacier Hwy
  - The Juneau class will be available on several cable stations, satellite, and multiple university sites throughout Alaska (see link [UATV cable and other venues](#)) and live streaming through the internet (click link for [UATV internet](#))

For more information about training opportunities, contact Andrew Crow, University of Alaska Center for Economic Development, 907-786-5447, [anacc@uaa.alaska.edu](mailto:anacc@uaa.alaska.edu).

China is Alaska's most dynamic and growing foreign market. China topped the list of Alaska's export markets for the first time in 2011, with a 56 percent increase over 2010 to \$1.4 billion total. Alaska's primary exports to China are seafood, mineral ores, forest products, and fish meal. In the decade between 2001 and 2011, Alaska's exports to China grew more than 1300 percent. With Alaska's strategic proximity to Asia, Alaska's businesses, including small businesses, are poised for significant continued growth into this key export market.

The Governor's Office of International Trade and the Department of Commerce, Community, and Economic Development are partnering on the STEP program. For more information visit the State's home page at [www.alaska.gov](http://www.alaska.gov) and find the State Trade and Export Program link under the "Business" tab.

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