



# Beauty Industry Market Access

Center for International Trade Development, Long Beach (CITD)

## Ready to Take Your Beauty Brand Global?

Join our five week intensive international trade and business education program taught by leading health and beauty industry experts. BIMA participants will focus on key program principles specific to conducting business overseas, will receive bi-monthly objectives for assessing their business, and produce an executable export growth plan exclusive to their business. Participants will also have access to upcoming trade missions to the world's largest, emerging market, beauty tradeshows - perfect venues for participating companies to implement learned principles and business plans.

### BIMA Principles Include:

- Global Brand Building
- Global Sales Structure and Promotion
- Operational Efficiency
- Pricing and Distribution Strategies
- Financing and Payment Insurance
- Leveraging Emerging Market Opportunities
- Export Compliance
- International Shipping Methods
- International Trade Show Pre- and Post-Show Planning and more!

### Participants will:

- Develop an export growth plan
- Access one-on-one counseling
- Learn from industry keynote speakers
- Have access to capital
- Have access to upcoming trade missions

### Fall Session

**Application deadline: Friday, September 30th**

Courses start at 9:00 am and end at 5:00 pm.

- **Orientation and Course 1:** Tuesday, October 8th
- **Course 2:** Tuesday, October 22nd
- **Course 3:** Thursday, November 7th
- **Course 4:** Thursday, November 21st
- **Course 5:** Thursday, December 5th

### Winter Session

**Application deadline: Friday, December 20th**

Courses start at 9:00 am and end at 5:00 pm.

- **Orientation and Course 1:** Thursday, January 9th
- **Course 2:** Thursday, January 23rd
- **Course 3:** Thursday, February 6th
- **Course 4:** Thursday, February 20th
- **Course 5:** Tuesday, March 4th

### Participation Fees:

\$1,299 per company • \$400 per additional employee

**Limited to 20 Participating Business**

**Apply Today!**

or contact us for more information by phone: (562) 938-5018 or by email: [citd@lbcc.edu](mailto:citd@lbcc.edu)

