

# EXPORT & FOOD SAFETY WEBINAR SERIES

*You're invited!*

The Pet Food Institute (PFI) invites you to join our "Export & Food Safety Webinar Series" providing dog and cat food companies with essential tools to develop a successful international marketing strategy and food safety information. In this three-part webinar series, you will gain practical knowledge on export fundamentals to expand your products globally. Participants will receive a PFI Training Certificate.



## Attend the Virtual Three-Part Webinar Series via Zoom



November 12 • 1:00–2:30 PM ET  
**Developing Export Skills**

- ✓ Classifying Products & Developing an Export Plan
- ✓ Foreign Market Research
- ✓ Free Trade Agreements & Foreign Import Requirements
- ✓ Pricing Products for Export



November 13 • 1:00–2:30 PM ET  
**Export Tools of the Trade**

- ✓ Finding Partners & Buyers
- ✓ Pro forma Invoices & INCOTERMS
- ✓ Navigating Shipping & Payment Options
- ✓ PFI Support & Services



November 14 • 1:00–2:30 PM ET  
**Pet Food Safety Tools**

- ✓ Pet Food Ingredients & Suppliers
- ✓ Labeling Requirements & Packaging
- ✓ Safe Manufacturing Facilities
- ✓ Inspections, Testing, & Monitoring



**GOLDENCREST GLOBAL®**

Training will be provided on Zoom by Goldencrest Global, an internationally focused consultancy firm helping businesses expand their global reach.



Register for FREE with the QR code or email  
[Schnavia@goldencrestglobal.com](mailto:Schnavia@goldencrestglobal.com)

**Please register by November 6, 2024.**

For more information about PFI visit [www.petfoodinstitute.org](http://www.petfoodinstitute.org)