



**Small Business
Development Center
UNIVERSITY OF GEORGIA**



REGISTER NOW



ENTERING GLOBAL MARKETS:

Research, Selection, and Team Development



This webinar is designed for Georgia small and medium-sized businesses—and their owners or sales executives—who want to build an international sales and distribution strategy for global growth.

Dive into the pros and cons of alternative international market entry strategies, discover how to evaluate and find the right international partners, and learn effective management techniques to ensure your global goals are met.

In cooperation with:



Georgia Tech Scheller College of Business
Center for International Business
Education and Research

LEARN HOW TO:

- Establish your company overseas.
- Develop and implement effective market entry sales strategies.
- Identify pros and cons of alternative strategies.
- Identify, evaluate and connect with in-country partners.
- Manage existing partner relationships for long-term success and growth.



February 20, 2026
10:00 a.m. - 12:00 p.m.



Live Webinar

Upon registration, you will receive your link via email



\$39

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Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

Contact Helen Sutherland at hsutherland@georgiasbdc.org or **678-985-6820**.