



# Beauty Industry Market Access

## International Program

## 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 bimonthly 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 trade shows - 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

### Summer Session

**Application deadline: Friday, June 6th**

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

- **Orientation and Course 1:** Thursday, June 26th
- **Course 2:** Thursday, July 10th
- **Course 3:** Thursday, July 24th
- **Course 4:** Thursday, August 7th
- **Course 5:** Thursday, August 21st

### Fall Session

**Application deadline: Friday, September 19th**

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

- **Orientation and Course 1:** Thursday, October 9th
- **Course 2:** Thursday, October 23rd
- **Course 3:** Thursday, November 6th
- **Course 4:** Thursday, November 20th
- **Course 5:** Thursday, December 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)

