

Lehigh University Small Business Development Center

Lehigh & Northampton



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Cora Landis, International Trade Program Director

Cora joined the Lehigh University SBDC in 1998 as an International Marketing Specialist for the Lehigh Export Network Program. Since 2002 she has served as the director of the SBDC's International Trade Development Program where she works with businesses in the Lehigh Valley region to learn about, enter, and succeed in the international market arena.

Prior to coming to the SBDC, Cora held a position in marketing for a technology company in Bethlehem, PA that specialized in intellectual property, where she gained experience working with small businesses in marketing their technologies, both domestic and internationally.

EXPORT ASSISTANCE SERVICES

Export assistance services available through the Lehigh University SBDC include:

- Export readiness assessment
- Targeted market research and identification
- Counseling on product selection, international market entry strategy and international marketing plan development
- Technical assistance on a range of topics, including shipping, licensing, methods of payment, terms of sale and export pricing
- Educational opportunities including seminars and networking events
- Referrals for legal and financial assistance

ABOUT THE LEHIGH UNIVERSITY SBDC

The Lehigh University SBDC (LUSBDC) covers Lehigh, Northampton, Upper Bucks and Northern Montgomery Counties. The LUSBDC provides no-cost consulting services and educational programs to entrepreneurs and small businesses starting or growing a small business. Services include identifying appropriate markets domestically and internationally, developing business plans, investigate funding issues, government compliance, etc. SBDC programs serve to inform and assist entrepreneurs with the many tasks that business owners face.



Small Business Development Center
Lehigh University

Helping businesses start, grow, and prosper.

