

EWEXPORT

OBJECTIVE

The course provides tools and understanding of what export is, what resources are needed and which markets to approach from a cost vs. benefit evaluation.

ABOUT THE SPEAKER

Manuel Alves, BA(Hons), MA, MSc, our principal trainer, has 10 years of experience in new product development and green field export sales development, in particular in the selection, appointment and managing of agents and distributors in Western and Eastern Europe, South America, Asia and Australia.

He brings to the training a profound knowledge and experience with SMEs and blue-chip organizations and real life examples, practical solutions and life experiences.

WHO SHOULD ATTEND

This course is specifically designed for those with little or no experience in export who want to understand and gain the hands-on basics of exporting. It is also a good refresher for those returning to export.

WHAT DOES THE COURSE COVER

- What is export? Export vs. Selling abroad
- Why to export? – Advantages and risks
- What does export imply: The PPPR
 - Product
 - Promotion
 - Price
 - Resources
- How to evaluate export markets: fundamentals
- How to enter export markets: via agents? Distributors? Own presence? Join-Ventures? A combination of the several?
- Liabilities in shipment / sales / price: Incoterms

PRACTICAL PART

The course includes a practical, which involves the delegates analysis of the case: Export or sell abroad.