



# EWEXPORT

## OBJECTIVE

The objective of this one and a half day course is to provide the required tools to evaluate how the product can perform in the international markets, if it meets expectations and needs, how to make it a success case internationally.

## ABOUT THE SPEAKER

Manuel Alves, BA(Hons), MA, MSc, our principal trainer, has 15 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, Central and South America.

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

The course is targeted for manufacturing organizations that consider exporting their products and require understanding on how to differentiate their offers as well as how to meet specific needs in specific markets.

## WHAT DOES THE COURSE COVER

- Is your product fit to export? Analysis
- How does your product compare?
- Competitor analysis
- Ways of adding value to your product
- Cost, value and price – differences
- Selling and promoting your product

## PRACTICAL PART

The course includes a practical workshop, which involves the delegates working on Product analysis from all the aspects.

*\*can be customised to product of the delegates present*