



# EWEXPORT

## OBJECTIVE

The objective of this workshop is to review practical cases where culture is a factor of success and/ or failure and to give understanding of why cultural aspects are important in export development.

## 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 organisations and real life examples, practical solutions and life experiences.

## WHO SHOULD ATTEND

This course is designed for those involved in various markets with different cultural backgrounds that can determine the success of international activity.

## WHAT DOES THE COURSE COVER

- Cultural differences: European vs Oriental
- Mannerism
- Cultural constraints affecting the products
- Expectations and meanings
- Questions and answers
- DOs and DON'Ts