

# Grow your business overseas



## Export Manager Advanced Training Program



Ho Chi Minh City  
Vietnam, 2018

For SME company owners, export & business development managers

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|--|----------------|
| ▶ Lectures - International Markets & Value Proposition | December 1 - 2 |
| ▶ 1-on-1 Export Business Coaching                      | December 3 - 7 |
| ▶ Pitching Contest: Business Acceleration              | December 6     |
| ▶ Lectures - Market Entrance Strategies                | December 8 - 9 |

For **tuition scholarship**, apply by November 28

### What will you learn?

#### Session 1

##### International Markets & Value Proposition

- International Business Models
- Market Research

#### 1-on-1 export coaching

##### Exclusive meetings with professors

- Discuss specific export strategies to address your company's needs

#### Pitching contest

##### International Business Acceleration

- Business Idea pitch contest at "Deutsches Haus" in HCMC to an audience of German business owners, politicians, members of AHK and Hinrich Foundation
- The winners will be invited to Leipzig, Germany to present the business idea during the trade fair event "Haus Garten Freizeit"

#### Session 2

##### Market Entrance Strategies

- Distribution channels
- International Marketing

#### Online courses

##### From the WTO's Int'l Trade Center

- + Export sales & negotiation
- + Introduction to cross-border contracts
- + Introduction to supply chain mgt

### Advanced SME training to globalize & grow your business

Export Manager Advanced Training Program is developed by Leipzig University and Hinrich Foundation for Asia exporters.

The intensive program offers practical coursework taught by SME internationalization experts. The hands-on modules, 1-on-1 coaching and consulting help enterprises overcome competitive challenges and turn them to profitable opportunities.

#### Who should attend?

Designed for SME business owners, export managers and professionals involved in business development.

Class size is limited to 30 participants – allowing for personal attention and networking opportunities.

#### Key benefits

- ✓ **Grow your exports** – practical approach
- ✓ **World-class instruction** – global experts from Germany
- ✓ **Maximize resources** – flexible schedule
- ✓ **Quality training certificate** – accredited German institutions

#### Special offer

**Tuition scholarship** from the Hinrich Foundation

**International Business Acceleration** pitching contest

#### Leading industry & academic partners

Quality partnerships provide you with greater networking opportunities and ensure academic rigor with practical outcomes.



UNIVERSITÄT LEIPZIG



Full course details, visit [bit.ly/emathcmc\\_2018](http://bit.ly/emathcmc_2018)

For any queries, please contact:

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Application deadline  
November 28, 2018

**APPLY NOW!**

our focus