

# Grow your business overseas



## Export Manager Advanced Training Program

Ho Chi Minh City  
Vietnam, 2018

For SME company owners, export & business development managers

- ▶ International Markets & Value Proposition July 6 – 8
- ▶ Market Entrance Strategies July 20 – 22
- ▶ 1-on-1 export business coaching July 23 – 24

For **70% scholarship**, apply by June 2

### What will you learn?

#### Session 1 (July 6 – 8)

##### International Markets & Value Proposition

- SME internationalization; Global value chains & Int'l business models
- Customer segmentation & Market research
- Value proposition; Adapting products and services to international markets & International revenue streams

#### Session 2 (July 20 – 22)

##### Market Entrance Strategies

- International distribution channel evaluation & International branding
- Customer relationship management; Presentation and negotiation & Doing business with Germans
- Partners & resources on international markets; Cost management & International business model canvas

#### 1-on-1 export coaching (July 23 – 24)

##### Exclusive meetings with professors

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

#### Online course

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

- + Export sales & negotiation
- + Introduction to cross-border contracts
- + Introduction to supply chain mgm't

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

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

The intensive program offers practical coursework taught by SME internationalization experts. The practical 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

**70% Global Trade Leader scholarship** from the Hinrich Foundation

#### Leading industry & academic partners

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



#### Full course details & participant feedback

Visit <https://goo.gl/TU9XCT>, or contact Trang Phan (Tara), Program Coordinator, Hinrich Foundation at: Email [tara.phan@hinrichfoundation.com](mailto:tara.phan@hinrichfoundation.com), Mobile (+84) 906 409 332

#### Apply now for 70% scholarship

Apply at <https://goo.gl/y4G3N6>



Application deadline  
June 2, 2018

**APPLY NOW!**

#### our focus