



International Business Development: Export Management Advanced Training – Hanoi, Vietnam

Location: Hanoi University of Science and Technology, Room 206, Building D7
1 Đại Cồ Việt, Lê Đại Hành, Hà Nội, Vietnam

Time schedule*

| Session 1 | Time | Topics | Methods and Tools |
|------------------------------------|--------------------------|--|--|
| Day 1 November 25 th | 9.00 a.m. – 5.00 p.m. | <ul style="list-style-type: none"> •SME internationalization •Global value chains •International business models | <ul style="list-style-type: none"> •Internationalization models •Value chain mapping •International business model canvas |
| Day 2 November 26 th | 9.00 a.m. – 5.00 p.m. | <ul style="list-style-type: none"> •Customer segmentation •Market research | <ul style="list-style-type: none"> •Market analysis and selection •Customer profiling •Qualitative & quantitative market research methods |
| Day 3 November 27 th | 5.00 p.m. – 9.00 p.m. | <ul style="list-style-type: none"> •Value proposition •Adapting products and services to international markets •International revenue streams | <ul style="list-style-type: none"> •Kano Product Model •Benchmarking •Pricing strategies |

| Session 2 | Time | Topics | Methods and Tools |
|-----------------------------------|--------------------------|--|--|
| Day 4 December 2 nd | 9.00 a.m. – 5.00 p.m. | <ul style="list-style-type: none"> •International channels of communication, distribution and evaluation •International branding | <ul style="list-style-type: none"> •Marketing mix •Online marketing tools •Brand communication tools |
| Day 5 December 3 rd | 9.00 a.m. – 5.00 p.m. | <ul style="list-style-type: none"> •Customer Relationship Management •Presentation and negotiation •Doing business with the Germans | <ul style="list-style-type: none"> •Planning of presentations and negotiations •Training on negotiating with German customers •International pitch deck |
| Day 6 December 4 th | 5.00 p.m. – 9.00 p.m. | <ul style="list-style-type: none"> •Partners & resources on international markets •Cost management •International Business Model Canvas | <ul style="list-style-type: none"> •Analysis of financing options •Ten types of international business innovation •Final Presentation |

* Individual coaching sessions will be offered in between the sessions for all participants

Additional online courses are available for the following topics:

- Export Sales & Negotiation
- Introduction to Supply Chain Management