

Grow your business overseas

Export Manager Advanced Training Program



Export Manager

Advanced Training Program

The Export Manager short course is a collaboration between the following partners to enhance the success of SMEs in international markets:

Hinrich Foundation promotes sustainable global trade through three key programs:

- Trade Career Development
- Export Trade Assistance
- International Trade Research

Department of Trade & Industry – Export Marketing Bureau (DTI-EMB) is the Philippines' top export promotion agency that leads the growth of the country's exports and provides an environment to make Filipino exporters globally competitive.

Philippine Trade Training Center (PTTC) is an agency of DTI that assists current and potential exporters to become more competitive in the international market through training and similar competency building activities.

German-Philippine Chamber of Commerce & Industry (GPCI / AHK Philippinen) aims to increase trade between the Philippines and Germany, plus the EU, by connecting SMEs in Germany to potential business partners in the Philippines.

Leipzig University's International SEPT Program is a research and training program dedicated to provide theoretical insights and practical experience in the management and promotion of SMEs worldwide.

Export Manager Advanced Training Program is a professional short course developed by Leipzig University, Vietnamese–German University and the Hinrich Foundation to enable Asian small and medium-sized enterprises (SMEs) to compete in the global market.

Who should attend?

Export Manager is designed for **senior managers** with export experience who are looking to further internationalize their businesses. Philippine **SME business owners, sales and marketing managers, and business development** professionals will benefit from this intensive, practical short course.

Key benefits of this program include

- ✓ **Practical learning** Results-focused insights to internationalize your business
- ✓ **World-class instruction** Quality training with German & Philippine institutions
- ✓ **Great value** Receive 75% tuition fee scholarship
- ✓ **Recognized training** Gain 5 credits toward Leipzig University's MBA program

Export Manager consists of lectures taught by professors from Leipzig University, online modules from International Trade Center's SME Trade Academy, and one-on-one business coaching to help address the participants' pressing business challenges.

Course schedule & structure

Feb. 16 – 18, 2018	Session 1:	International Markets & Value Proposition
March 9 – 11	Session 2:	Market Entry Strategies - Germany & EU markets
March 12 – 13	Coaching:	1-on-1 sessions with professor
Feb. 10 – March 13	Online courses:	ITC SME Trade Academy
		<ul style="list-style-type: none"> • Export Sales & Negotiation • Introduction to Supply Chain Management • Introduction to Cross Border Contracts

Investment

Participant investment fee for the Export Manager short course is ₱10,000 per person. This includes registration fee for in-class lectures, online learning modules, and one-on-one business coaching, course materials, meals, networking cocktails and certificates.

Course fee	₱ 40,000
Scholarship (75%)	-₱ 30,000
Your investment	₱ 10,000

Participants who successfully complete the course will receive

- Certificate of Completion from Leipzig University
- Certificate of Attendance validated by GPCI / AHK Philippinen
- Certificates of Achievement from the ITC SME Trade Academy in Geneva

For more information, contact:

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