

# Grow your business overseas



## Export Manager Advanced Training Program



Ho Chi Minh City  
Vietnam, 2018

For SME company owners, export & business development managers

- |  |                |
|--|----------------|
| ▶ 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 mgm't

### 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.



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

#### For any queries, please contact:

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(+84) 906 409 332



Application deadline  
November 28, 2018

**APPLY NOW!**

#### our focus

# Export Management Advanced Training Program - Globalize & grow your business overseas

## Export Manager Advanced Training Program

Special Edition

- ✓ Grow business overseas with practical insights
- ✓ World-class professors & experts
- ✓ Quality training by accredited German institutions
- ✓ Maximize resources with flexible schedule
- ✓ Trade Leadership Scholarship

December 2018						
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

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**Hinrich Foundation:**

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Apply now for tuition scholarship

Apply at [http://bit.ly/emathcmc\\_2018](http://bit.ly/emathcmc_2018)



Application deadline  
**November 28, 2018**

**APPLY NOW!**

Organized by **promoting sustainable global trade**  
hinrich foundation



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### International Markets & Value Proposition Dec. 1 - Dec. 2

Calendar	Alarm	Topics	Speaker
Dec. 01	9:00 am – 6:00 pm	International Business Models Market research	Utz Dornberger
Dec. 02	9:00 am – 1:00 pm 2:00 pm – 4:00 pm	Pitch training Networking	

### International Business Acceleration Dec. 6

Calendar	Alarm	Topics	Speaker
Dec. 6	9:00 am – 6:00 pm	Pitch contest	AHK

### Market Entry Strategies Dec. 3-9

Calendar	Alarm	Topics	Speaker
Dec. 3 - 7	Open, 1 hour / team	1-on-1 export coaching	
Dec. 8	9:00 am – 6:00 pm	Distribution channels / International Marketing	Gunnar Kassberg
Dec. 9	9:00 am – 1:00 pm	Networking / Trade fairs	

### Online course

Calendar	Topics	Speaker
Module 1	Export sales & negotiation	International Trade Center's SME Trade Academy
Module 2	Introduction to cross-border contracts	
Module 3	Introduction to supply chain management	