

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



Advanced Training Program

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

Contact

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| JULY 2018 | | | | | | |
|-----------|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
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| 1 | 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 | 31 | | | | |

International Markets and Value Proposition

(July 13-15)



July 13

4 hrs.

SME internationalization / Global value chains / International business models

Professor Dr. Utz Dornberger

July 14

7 hrs.

Customer segmentation / Market research

July 15

7 hrs.

Value proposition / Adapting products and services to international markets / International revenue streams

Market Entrance Strategies

(July 27-31)



July 27

4 hrs.

International channels of application, distribution & evaluation / International branding

Gunnar Kassberg

July 28

7 hrs.

Customer relationship management / Presentation & negotiation / Doing business with the Germans

July 29

7 hrs.

Partners & resources on international markets / Cost management / International business model canvas

July 30 & 31

Open

Individual coaching

Online course



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

UNIVERSITÄT LEIPZIG

promoting sustainable global trade
hinrich foundation

sept
small enterprise promotion + training

AHK
Deutsch-Philippinische
Industrie- und Handelskammer
German-Philippine Chamber
of Commerce and Industry

