

Grow your business overseas



Export Manager Advanced Training Program



Manila, Philippines
2019

For SME company owners, export & business development managers

- ▶ International Markets & Value Proposition May 10 - 12
- ▶ Market Entry Strategies May 24 - 26
- ▶ 1-on-1 Export Business Coaching May 27 - 28

What will you learn?

Session 1 (May 10 – 12)

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 (May 24 – 26)

Market Entry 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 (May 27 – 28)

Exclusive meetings with professors

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

Online courses

From the WTO's Int'l Trade Center

- + Export sales & negotiation
- + Intro to supply chain management
- + Intro to standards & sustainability

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 Asian 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

50% Global Trade Leader scholarship from the Hinrich Foundation and PTTC.

Leading industry & academic partners

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



Register now for 50% scholarship

Sign up at <http://bit.ly/2FsBceR>

For queries, contact PTTC:

Mr. Rolan A. Ynion
rolanynion@pttc.gov.ph
+632-831-9988, +632-833-9325

**Deadline
April 26, 2019**

REGISTER NOW!



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

Export Manager Advanced Training Program

- ✓ Grow business overseas with practical insights
- ✓ Focus on EU & German markets
- ✓ World-class professors & experts
- ✓ Quality training by accredited German institutions
- ✓ Trade Leadership Scholarship

May 2019						
S	M	T	W	TH	F	S
			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	

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Organized by

PTTC
Global MSME Academy

promoting sustainable global trade
hinrich foundation



International Markets & Value Proposition May 10-12

Calendar	Alarm	Topics	Speaker
May 10	2:00 pm – 6:00 pm	SME internationalization / Global value chains / International business models	Gunnar Kassberg
May 11	9:00 am – 4:00 pm	Customer segmentation / Market research	
May 12	9:00 am – 4:00 pm	Value proposition / Adapting products and services to international markets / International revenue streams	

Market Entry Strategies May 24-28

Calendar	Alarm	Topics	Speaker
May 24	2:00 pm – 6:00 pm	International channels of communication, distribution & evaluation / International branding	Philip Friebe
May 25	9:00 am – 4:00 pm	Customer relationship management / Presentation & negotiation / Doing business with the Germans	
May 26	9:00 am – 4:00 pm	Partners & resources on international markets / Cost management / International business model canvas	
May 27 & 28	Open	1-on-1 export coaching	

Online course

Calendar	Topics	Speaker
Module 1	Trade finance	International Trade Center's SME Trade Academy
Module 2	How to analyze trade flows	
Module 3	Introduction to int'l transport & logistics	