

Grow your business overseas



Export Manager Advanced Training Program



Ho Chi Minh, Vietnam
2019

For SME company owners, export & business development managers

- ▶ International Markets & Value Proposition May 10 - 11
- ▶ 1-on-1 Export Business Coaching May 15 - 16
- ▶ Market Entry Strategies May 17 - 18

What will you learn?

Session 1 (May 10 – 11)

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

1-on-1 export coaching (May 15 – 16)

Exclusive meetings with professors

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

Session 2 (May 17 – 18)

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

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.

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 bit.ly/EMAT-HCMC-19

For queries, contact VCCI:

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Deadline
April 26, 2019

REGISTER NOW!

