

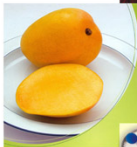


A. The Art & Science of **PRODUCT EXPORT**

Products like : Pharma, engineering, textiles, consumer goods, agro, etc.

Training Contents :

01. Global trade scenario.
02. Local trade scenario - impact of imports.
03. American marketing techniques - SPANCO.
04. Chinese marketing techniques.
05. Achieving sales success in international markets.
06. Doing market research for global trade.
07. Identifying & appointing an overseas sales agent.
08. Increasing the efficiency of your agent abroad.
09. The science of participating in exhibitions abroad.
10. Planning a foreign business tour.
11. Role & application of internet in export business.
12. "SPANCO" & "MAN" Concepts of international marketing.
13. Professionalization of businesses worldwide. Where are you?
14. Succession planning for family owned businesses.
15. International partnering model in business.
16. Business etiquette for the Global CEO.
17. Government incentives for exports.
18. Global Value Chain (GVC) in exports.



Other side topics of discussion will be :

- ⊙ Why to do business in international markets ?
- ⊙ Getting your company ready for exports.
- ⊙ Business environment in international markets.
- ⊙ Marketing strategies for exports of your product.
- ⊙ Business Linkages / Teaming in international markets Contracting for exports.
- ⊙ Export Business Plan / Requests for Proposals (RFP).
- ⊙ Business Role of Non Residents & Embassies.
- ⊙ How to Compete in international markets ?
- ⊙ Buying Process in international markets (Govt. / Private).
- ⊙ Government Advocacy for exports.



Duration of course : 2-3 Days

Timing : 10 am to 2 pm or 2 pm to 8 pm

Location : Your country

Faculty : Jagat Shah, Certified Management Consultant (CMC), MBA & Certified Cluster practitioner.
Trade representative of Govt. of Manitoba, Canada in India.

- ⊙ 22 years of experience in international trade management & cluster development.
- ⊙ Conducted 300+ training programs in 40+ countries, attended by 15400+ companies.
- ⊙ Led 80+ trade delegations for buyer seller meet & business match making abroad.
- ⊙ Founder & CEO - Global Network : www.globalnetworkindia.com
- ⊙ Founder & Mentor - Cluster Pulse : www.clusterpulse.org
- ⊙ CV : www.globaljagat.com

 <http://www.linkedin.com/in/clusterpulse>

 <http://www.facebook.com/globaljagat>

 Clusterpulse

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