



B. The Art & Science of **COUNTRY MODULE**

(Example is of CANADA, but it can be any country)

Training Contents :

a) CANADA : An Economic & Market Overview Presentation:

- ⊙ An understanding of the CANADA economy & its competitiveness
- ⊙ Key trends in the CANADA market
- ⊙ CANADA - A rich & growing import market
- ⊙ Opportunities for companies for imports & export with CANADA

b) Steps to Successfully Export / Importing with CANADA :

1. Effective strategies for Market Entry- for Imports & Exports.

- ⊙ Forms of Business Organisations in CANADA
- ⊙ Opening an Office / warehouse in CANADA
- ⊙ Devising a marketing strategy, plan & positioning your product
- ⊙ Gathering Information - How?
- ⊙ Approaching & entering the CANADA market
- ⊙ Identifying local partners
- ⊙ Understanding local laws
- ⊙ Understanding local prices & taxes

2. Strategy for Market Development

- ⊙ Developing cultural sensitivity in market
- ⊙ Advertising & promotion strategy
- ⊙ Branding & pricing decisions
- ⊙ Choosing distribution channels

3. The Banking & Financial System in CANADA

- ⊙ Credit & risk management
- ⊙ Understanding the local commercial & banking system
- ⊙ Using innovative strategies to overcome payment risks

c) Steps to Successfully Exporting/Importing to a COUNTRY : CANADA

1. Selling in the CANADA market : An experience sharing

- ⊙ Practical inputs of a successful exporter to CANADA
- ⊙ This Presentation would include the following elements
 - a) Why did the exporter target CANADA
 - b) What was the plan for market entry & for sustained growth
 - c) What were the major hurdles
 - d) What have been the opportunities & threats? How these been in line with their expectations ?
 - e) What will be their future course of action
 - f) Recommendations for companies wishing to enter CANADA

d) Business Tips on CANADA like-

- ⊙ What you should know before negotiating in CANADA ?
- ⊙ Entertaining for business success in CANADA ?
- ⊙ Making appointments in CANADA.
- ⊙ Selecting & presenting an appropriate business gift in CANADA ?
- ⊙ Respectfully addressing others in CANADA ?
- ⊙ Acceptable public conduct in CANADA ?
- ⊙ Welcome topics of conversation in CANADA ?
- ⊙ Guideline for business dress in CANADA ?



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

1001/1002, 10th floor, Safal Prelude,
Prahlanadnagar Corporate Road,
Ahmedabad - 380 015 INDIA

Phone : +91-79-4032 4827 / 28

Fax : +91-79-4032 1620

Email : jagat@globaljagat.com

Website : www.globalnetworkindia.com

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

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

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