



**Training Contents :**

- How to set up your export - import business on the Internet ?
- How to design a website - A Business person point of view !
- Where to host the website ?
- Modern tools to attach to your website like - nedstats, auto response etc.
- How & where to register your website - Product & Country Strategy ?
- How to market your website, in order to generate enquiries ?
- How to do business browsing ?
  - ▲ What is "Smart" business browsing ?
  - ▲ Focus on exports / imports of products
  - ▲ How to do market research on the INTERNET ?
- How to advertise in the INTERNET ?
- How to check credibility of the Exporter / Importer on the net ?
- Practical tips on innovative emailing.
- How to ensure response to your emails / Websites ?
- How to search overseas agents & check their credibility for export/import through Internet ?
- How to identify exhibitions around the world through the Internet ?
- How to make your foreign business tour successful through the internet INFO system ?
- Personal experience of an **export entrepreneur** on INTERNET, as a tool for Export Marketing.
- Warehousing info on the net.
- Import duties in other countries in the net.
- Statistical info on exports & imports from & to any country / different countries.
- WTO & it's implications to your trade, in the net.
- How to become an intelligent exporter / importer through the Net ?
- Practical, "ONLINE" exposure to internet as a tool for Exports / imports.
- How to find out export Incentives in the NET ?
- How to learn business etiquettes of different country through the net ?
- How to do Country focused & product focused market research on the Net ?
- How to research fashion/trend changes in the world through the Net ?
- How to minimize export risk through the Net ?
- How to search All Export-Import related forms / documents / rules / circulars trade notices etc. ?
- How to get your website in the first page of GOOGLE search, SEO ?
- How to check the Global ranking of your website ?
- SMART search engine submissions through country campaign.
- Social Media Marketing as a tool of export competitiveness.



**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](http://www.globalnetworkindia.com)
- Founder & Mentor - Cluster Pulse : [www.clusterpulse.org](http://www.clusterpulse.org)
- CV : [www.globaljagat.com](http://www.globaljagat.com)



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