

alfran uk Limited

developing international markets

INTERNATIONAL TRADE MANAGEMENT

International markets represent great opportunities for companies but they also bring tremendous challenges. Many businesses find exporting intimidating and unprofitable because they underestimate the unique and complex range of problems raised by overseas markets and the need for skilled Export Managers who understand the whole export process from marketing through to final payment.

This three day interactive workshop on 'International Trade Management' covers all aspects of the exporting process using a combination of formal presentations, syndicate exercises and group discussions.

Who should attend?

- People with responsibilities for any part of the export process who need a more detailed knowledge and/or an overview of the whole procedure
- People with commercial experience who are new to export
- Experienced exporters looking to refresh and update their knowledge

Objectives

- To learn the important international trade management skills and techniques
- To gain practical experience of applying these main techniques
- To provide a balanced vision of maximising the opportunities whilst minimising the risks when undertaking exporting ventures

Additional benefits

- Affiliate membership of the Institute of Export

The course will also be accredited by the Institute of Export – www.export.org.uk

AN INTRODUCTION TO EXPORT MARKETING	<ul style="list-style-type: none"> • Market research & sources of information • Market Analysis • Market selection criteria • Assessing potential markets
EXPORT PLAN STRUCTURE	<ul style="list-style-type: none"> • Benefits of good planning practice • Overall plan, structure and sequence • Importance of each element
EXPORT SALES DEVELOPMENT	<ul style="list-style-type: none"> • The Export Marketing Mix • Product design and lifecycles • Product development • Segmentation and differentiation decisions • Export promotion objectives and types
MARKETING MIX STRATEGIES	<ul style="list-style-type: none"> • Export market entry options • Pricing structures • Pricing approaches • Design and use of export pricing models
MANAGING INTERNATIONAL DISTRIBUTION CHANNELS	<ul style="list-style-type: none"> • In-market assessment • Identifying the appropriate distribution channel • Appointing and managing Agents and Distributors • International franchising
INTELLECTUAL PROPERTY	<ul style="list-style-type: none"> • International IP framework • Types of IP: Patents, Trade Marks, Copyright, Confidential Information, Design Rights, Business Methods • Intellectual Property Right Infringement:

	Piracy, Counterfeiting, Reverse Engineering, Passing Off
EXPORT ORDER PROCESS	<ul style="list-style-type: none"> • Export Quotations • Incoterms
INTERNATIONAL TRANSPORT	<ul style="list-style-type: none"> • Modes • Documentation
RISK MANAGEMENT	<ul style="list-style-type: none"> • Risk assessment • Open Account • Documentary Collections • Letters of Credit
CULTURAL ISSUES	<ul style="list-style-type: none"> • Differences in culture and reasons for them • Examples of cross-cultural misunderstandings • Preparation before making/receiving a visit • Developing the relationship