

EXPORT PRO INC.

Export Master® Doing Business in Europe

THE EUROPEAN MARKET

Every market is unique and offers both possibilities and limitations. To be successful in a market, it takes knowledge of how to do business in the country, and familiarity with its characteristics and requirements. The market is continuously changing with new opportunities and threats. Your success is based on how you can cope and adapt.

This program is designed to the individual or company wanting to initiate activities in the European market or improve an already established activity. This is typically a 3/4 day long program, but could be extended into a full day or "twenty-four hour" program with more concrete practical program activities.

Some of the topics covered:

1. The market and its segmentation
2. Language; a discussion of different languages and the way you use terminology to get your message across
3. How to do business in Europe
4. Where are the customers?
5. Where are the industries?
6. The comparison between doing business with Europe and other countries.
7. What you need to do to adapt. Your business, products, promotional materials
8. Free trade, EU and EES
9. The "right" distribution in Europe for subsidiaries and exporters, demands, advantages and disadvantages of different solutions
10. How to use your freight forwarder as part of warehousing and distribution
11. How to activate the European organisation and its sales force
12. Pricing and setting prices in Europe
13. How to obtain market information and how to use on-line databases.
14. Summary and conclusions.

This practical program is designed to provide you with numerous and well as for a wide range of individuals who are interested in improving their skills doing business in the European market.

After completing the seminar, participants will have a better understanding of the European market and an understanding of how your organisation can best approach it.

Other programs

This is only example of many of our programs. Contact us and we customize a program for you. We also conduct those seminars and workshops in Swedish. Visit our website www.exportpro.com

Read our book:

Export & Import - Winning in the Global Marketplace: A practical hands-on guide to success in international business, with 100s of real-world examples + exercises, (ISBN 9780968114810. Order one today, we promise that after reading the book, you will have a good base for our seminars/workshops. You can **look inside** at www.exportpro.com

Leif Holmvall: Owner and President, Export Pro Inc.

Leif has more than 40 years' experience in International Business in more than 100 countries. He has lived and worked in both Europe and North America and gained his experience as an executive of several Swedish companies covering a broad range of industries. Leif served as Swedish Trade Commissioner to Canada. He has operated his own consulting companies since 1982, assisting foreign companies to do international business. Leif also teaches at international universities and conducts seminars for executives in Europe. Leif is an engineer with numerous degrees and professional credentials in international marketing.

Most of his companies' work is with overseas clients. Part of the business includes acting as an agent or representative for foreign companies to set up distribution channels, select and activate distributors. His clients include companies in North America, Europe and Asia.

Leif has real-world hands-on experience and is known for his ability to discuss not only each company's activities but also to give detailed information on country-specific issues. His presentations, based on his many years of experience, are down-to-earth, interactive, educational and refreshing. He is the author of many books on international business and is a popular guest speaker at universities, business schools and corporations in North America and Europe. Over 5,000 company representatives and individuals have attended his seminars and workshops and over 200 companies have established international business using his expertise.

For more information about Leif's company, visit his web site at www.exportpro.com. It also contains information references with questions and answers as well as valuable links for doing international business. There are also back issues of his international newsletters.

Contact us at: www.exportpro.com

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