

EXPORT PRO INC.

Export Master®. Export Work Day or Weekend

Exporting is team work.

As a company owner or manager, you sometimes need to **reactivate your employees** to obtain that extra zest in your marketing department.

Exporting is a job that demands **reactivating and refreshing** knowledge. You also need new ideas, especially since the market is constantly changing.

We have a **practical seminar** for those who wish to **start or improve** their exporting efforts. The seminar is held at your place of business and customized for your company and your products.

We also run seminars where participants representing many different companies can attend.

The export day provides a practical approach to a range of topics from **selecting your market to activating your representative.**

This seminar is interactive. Participants are presented with numerous **practical examples** and activities. They will work on challenges relating to you.

Below, you will find the contents of a **typical one day seminar.** This day will include practical small group work, that will address your company's specific needs.

Exporting:

- A changing world. Today's and tomorrow's export markets
- Why export - advantages and disadvantages
- The five keys for successful exporting
- How do I export and how do I prepare myself?
- How do I choose my market?
- How do I learn about the local rules?
- What type of distribution should I choose?
- How do I calculate the export price?
- How do I do business in the foreign market?
- Adjusting the products and sales material.
- How do I get paid?
- What currency should I use and how to minimize the risks?
- What forms do I need for shipping? C.I.F., F.O.B., etc.
- What language should I use?
- Should I offer a bribe and how?

- Do I need a contract?
- What is expected of my own organization?
- What is expected of the local organization?
- Examples from different markets.
- Wrap up and discussions.

Who should participate?

Since this program is customized to meet the needs of the individual organizations, we suggest that you **involve as many people as possible** from different departments in your organization. Exporting requires **team-work** and it is important that every one in the company participates.

We suggest that the General Manager or another decision maker participates, since we will need to make decisions during the export day.

You have to include all in the marketing department, the sales staff involved in exporting, the order department etc. It is also important to include the **service department**, as well as **R&D, shipping, the accounting, reception staff and other administrative staff..**

To foster good debates and group discussions we will limit the group to 20 - 25 participants.

The program can be delivered between **8am - 5pm during the week or over the week-end**, or even better, from **lunch one day to lunch the next day**. The latter suggestion makes it possible to complete group work in the evening.

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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