

# EXPORT PRO INC.

## Export Master®

### Export and International Business Today and Tomorrow

*New markets, new possibilities, new tools*

---

#### **Today's and tomorrow's markets**

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.

#### **Who should attend?**

Decision-makers focused on tomorrow's export activities. The program is suitable for those involved or wanting to get involved in international business. It also is relevant for municipal and other government representatives and agency staff interested in becoming more focused on the international market.

This short (afternoon or evening) seminar highlights the skills and knowledge needed to expand in fast growing world markets, using real-world examples and interactive demonstrations. During the session, we will provide you with information on what is required to succeed, today's and tomorrow's products/markets and how you can maximize profits, sales and return on investment results.

5.30 p.m.     **Introductions**  
**Program overview**

5.45 p.m.     **Why exporting and international business**

- ◆ Pros and Cons
- ◆ Exporting: yesterday, today and tomorrow
- ◆ Influences on research and development and cash flow
- ◆ Expanding product lines
- ◆ Representing other companies on your domestic market
- ◆ Increasing profits and profitability
- ◆ New ideas for products and market segments
- ◆ The impact of markets and consumers

6.15 p.m.     **Some recipes for successful exporting**

- ◆ What is required to succeed on the international market

- ◆ The differences between domestic and international business
- ◆ Examples from around the world

7 p.m.           **Distribution, pricing and payments in a changing market,**  
                    ◆ Examples and considerations

7.45 p.m.       **Seminar summary**

8.15 p.m.       **Discussion, networking and response to participant questions**

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](http://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 the [www.exportpro.com](http://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](http://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](http://www.exportpro.com)

**Copyright Export Pro Inc. Canada.** [www.exportpro.com](http://www.exportpro.com):