

EXPORT PRO INC.

Export Master® Market research

How to find information and research markets?

Market research -- science or common sense?

1. What is required in order to be successful in a foreign market?
 - a. The keys to succeed
 - b. Building a successful team
2. Why do some companies succeed on foreign markets and other fail?
 - a. What are common ways to enter a new market?
 - b. Comparisons on how successful and unsuccessful companies set up foreign distributors, export prices, etc.
 - c. Common mistakes
3. What information is important?
 - a. A check list on some of the key information needed
 - b. Some issues normally missed
 - c. How to find the information required
4. Which market to enter
 - a. Pros and Cons
 - b. How to select
5. How to carry out interviews. Selecting who to interview.
6. 'Mental' market research – a missed topic.
7. When and how to use on-line databases?
8. Questions and discussions

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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