

EXPORT PRO INC.

Export Master®

Recipes for Successful Exporting

What are the keys to success in doing international business?

Many people believe that success in international business is based on sellable products and convincing presentation material. The fact is that *85% of success comes from preparation* based on knowledge and understanding of other countries' cultures and ways of doing business.

This half-day session (4-6 hours) will deliver a multitude of useful examples from different parts of the world and show you how to avoid the major barriers to being successful in an international market.

We will discuss the five keys for successful exporting in a constantly changing marketplace:

1. Communication.
2. Commitment
3. Thorough preparation
4. Well tested products
5. The importance of relationship

Sample program outline:

- ◆ What does it take to be successful on a foreign market
- ◆ How to conduct successful business overseas
- ◆ Recognizing and understanding different customs and cultures
- ◆ Market research, how do I find an overseas partner and how to find market information
- ◆ Selecting the right distribution channels
- ◆ Export Pricing
- ◆ How to get paid?
- ◆ Adapting products and material to new markets
- ◆ The impact on your company of doing business overseas
- ◆ Educating distributors and your own personnel
- ◆ Activating representatives
- ◆ Common mistakes and how to avoid them
- ◆ Questions and answers

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 the 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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