

Grow your business overseas



Export Manager Advanced Training Program

Ho Chi Minh City
Vietnam, 2018

For SME company owners, export & business development managers

- ▶ International Markets & Value Proposition July 6 - 8
- ▶ Market Entrance Strategies July 20 - 22
- ▶ 1-on-1 Export Business Coaching July 23 - 24

For **70% scholarship**, apply by June 29

What will you learn?

Session 1 (July 6 – 8)

International Markets & Value Proposition

- SME internationalization; Global value chains & Int'l business models
- Customer segmentation & Market research
- Value proposition; Adapting products and services to international markets & International revenue streams

Session 2 (July 20 – 22)

Market Entrance Strategies

- International distribution channel evaluation & International branding
- Customer relationship management; Presentation and negotiation & Doing business with Germans
- Partners & resources on international markets; Cost management & International business model canvas

1-on-1 export coaching (July 23 – 24)

Exclusive meetings with professors

- Discuss specific export strategies to address your company's needs

Online courses (July 1 - 26)

From the WTO's Int'l Trade Center

- + Export sales & negotiation
- + Introduction to cross-border contracts
- + Introduction to supply chain mgm't

Advanced SME training to globalize & grow your business

Export Manager Advanced Training Program is developed by Leipzig University, Vietnamese-German University and Hinrich Foundation for Asia exporters.

The intensive program offers practical coursework taught by SME internationalization experts. The hands-on modules, 1-on-1 coaching and consulting help enterprises overcome competitive challenges and turn them to profitable opportunities.

Who should attend?

Designed for SME business owners, export managers and professionals involved in business development.

Class size is limited to 30 participants – allowing for personal attention and networking opportunities.

Key benefits

- ✓ **Grow your exports** – practical approach
- ✓ **World-class instruction** – global experts from Germany
- ✓ **Maximize resources** – flexible schedule
- ✓ **Quality training certificate** – accredited German institutions

Special offer

70% Global Trade Leader scholarship from the Hinrich Foundation

Leading industry & academic partners

Quality partnerships provide you with greater networking opportunities and ensure academic rigor with practical outcomes.



Full course details, visit goo.gl/iS45KH

For any queries, please contact:

Hinrich Foundation
Ms. Trang Phan (Tara)
tara.phan@hinrichfoundation.com
(+84) 906 409 332

ICCC
Ms. Hoang Phuong Truc Chi
trucchi.hoang@gmail.com
(+84) 903 762 003



**Application deadline
June 29, 2018**

APPLY NOW!

our focus