

Asian Green Business Accelerator

Export Readiness Online Workshop Series

Join our 4 online workshops from
september to december 2021

About

Each workshop consists of 2 sessions separated by a week. For each workshop there would be a 2 hours session with theory and 2 hours with practical exercises. All sessions are online via zoom.

Topics

Export Marketing Strategy (16 & 23 Sept)

Compliance and Logistics (7 & 14 Oct)

Trade Fair Participation (11 & 18 Nov)

Digital Marketing (9 & 16 Dec)

Price

€ 450 for the 4
workshops.



Inquiries?

Send email to Nicolás Caso at
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Want to know more?

Visit us at:
<https://thisisprofound.com/agba/>



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Export Readiness Online Workshop Series Topics

Export Marketing Strategy

Overall objectives: How to develop a strategy for market access services, using market research.
Topics: Market research to develop your strategy, segmentation and selection, company gap analysis, export marketing plan and internationalisation strategy.

Compliance + Logistics

Overall objectives: What to take into account to make products export-ready (meeting market access requirements) and how to comply with international market requirements and standards.
Topics: Product development, legal requirements, additional standards/CSR and advice on logistics (incoterms, transport/packaging, customs, warehousing and insurance)

Trade Fair participation

Overall objectives: How to prepare and execute trade fair participation successfully. What does trade fair participation entail and what resources are needed.
Topics: Tips for preparation of participation at a trade fair (before, during and after), how to find buyers.

Marketing, Sales and Contracting

Overall objectives: What digital marketing is about, define a strategy and/or to fill in any gaps in this regard. Which resources are needed for follow-up international sales and contracts.
Topics: Digital promotion, sales and negotiation, brief advice on contracts

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