

Are you **looking for new markets and more sales?**

- 🌐 Is your business finding domestic markets limiting your growth?
- 🌐 Does your product (service) have global potential markets?
- 🌐 Are you looking to raise the top line SALES of your business?
- 🌐 Are you keen to do business overseas but a bit unsure of the mechanics?
- 🌐 Would you like a coach or mentor to help you and your business going global?

Then you may find the **Global Trade Stepping Up Program** timely:

- 🌐 The Global Trade Stepping Up Program is based on years of trading experience
- 🌐 Where > 3000 participants have been trained in trade mechanics
- 🌐 Where > 200 companies have been matched with trade mentors or coaches
- 🌐 Where > 400 company trade related 'challenges' have been addressed

The **Global Trade Stepping Up Program** includes:

- 🌐 4 workshops packed with discussion, information, ideas, options and tactics
- 🌐 one-to-one mentoring/coaching with trade experienced mentors &/or coaches
- 🌐 A trade workbook – written by xDoc (one of your presenters & mentors)
- 🌐 Cases, networking, Q&A, plus practical tools

Session 1 **Export Readiness – is your firm ready?**

- 🌐 Global Markets - SUP program expectations
- 🌐 Company Export Readiness Diagnostic – done in real time
- 🌐 Examples, cases and review of your company' export readiness
- 🌐 Begin company export readiness action plan (outcome 1)

Session 2 **Export Readiness – is my product ready for overseas markets?**

- 🌐 Product Export Readiness Diagnostic – done in real time
- 🌐 Case, examples and review of top level export readiness review
- 🌐 Packaging your product – what should be considered?
- 🌐 Begin product export readiness action plan (outcome 2)

Session 3a **International Trade & Market Selection (or):**

- 🌐 Outlines the preparation necessary for success in international trade
- 🌐 Managing risks – how to protect your company and transactions
- 🌐 Cultural awareness and how to prepare for business in a different culture
- 🌐 Channels to market – evaluating distributors and suppliers
- 🌐 Selecting markets for your products – diagnostic (outcome 3)

Session 3b **Trade Mechanics and Procedures:**

- 🌐 A review of the export process from bid to final payment
- 🌐 Tools of trade - Contracts, forms of payments, LC and government certification
- 🌐 Sales/purchase contracts – what should be included in a contract?
- 🌐 Outline your trade mechanics, issues and product to market, flow chart (outcome 5)

Session 4 **Export Go To Market Roadmap:**

- 🌐 Review the key elements that form the export roadmap
- 🌐 Refine your company' export: objectives, resources, constraints and drivers
- 🌐 Refine your company & product export readiness and align with potential markets
- 🌐 Compare your company export roadmap with examples and cases to refine your roadmap

Outcomes of the Program:

- 🌐 Assessments of your company's export readiness (company, product and people)
- 🌐 Participants develop an export roadmap for their business, with assistance from their mentor/coach
- 🌐 Practical answers to trade issues facing participants and their businesses
- 🌐 This Stepping Up Advanced Mentor Program is valued at over \$2,000 - however, your company will **only** pay \$900 (excluding GST) as it is supported by the NSW Department of State and Regional Development.

The workshops will be facilitated by:

- 🌐 Corinne Campbell of **xDoc** has >20 years international trade experience. Corinne trains > 1000 people each year in international trade and has written the Comprehensive Import Export Manual.
- 🌐 Scott Gillespie of **ExpatriateConnect** has >25 years of global experience (Japan, North America, Australia) delivering outcomes to SMEs and Multinational corporation, with a network of >2500 mentors.
- 🌐 Sessions will be presented as a combination of lecture, case studies, and workshop where discussion and interaction is encouraged. We will use PowerPoint slides supported by whiteboard, flipcharts, & a workbook.

Global Markets - Stepping Up Program Registration Form

Participant: _____ Position: _____

Company Name: _____ ABN: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Type of Business : _____

Product/Services sold : _____

When was your business registered (ABN or ACN): _____

Do you have more than one person engaged by your business this year? Yes/No

Does your business have turnover during the last year or for this year's plan?

>\$100k

>\$250k

Export experience?

Not yet

by customer requests a few times (exception)

Started recently

have sales to multiple countries

Forward your registration to:

Email: SUP@expatriateconnect.com

Fax: (02) 9977 - 2822