

Training
Course

Effective Export Opportunities



Course Plan

Introduction

A training course aimed at studying the elements of the internal environment for export, which are essential elements that contribute to the success of export. The source, and these elements are the economic environment, commercial environment, organizations, regulations, policies, Documents, customs, and the study of these elements helps the source to determine the path as well as know Procedures to be followed in addition to opportunities to benefit from the services provided to support exporters.

Course Objectives

- ✓ Identify the different opportunities needed for export Studying the different rules and regulations that govern the export process.
- ✓ Recognizing the economic importance of export.
- ✓ Learn how to benefit from the services provided by the various bodies operating in the sector
- ✓ export.

Who Should Attend?

- Managers and Export Specialist.



Training Methods:

- ✓ Online Video material.
- ✓ Presentation.
- ✓ Live Interactive sessions.
- ✓ Course presenter will make extensive use of all tools that will be needed for the virtual environment.
- ✓ Questions & Answers

Course Outline:

Day One

- Identify the most important sources of commercial information on international markets and methods of analysis
- Learn how to select target markets
- Learn the basic concepts and methods of preparing market research

Day Two

- Understand the basic principles for obtaining export opportunities
- Learn about the methods of developing global trade
- Market research for export



Day Three

- Desk research and field research
- Use the Internet as a primary source of information
- Databases of the international trade movement

Day Four

- Databases at the level of countries and products. Map Product & Country
- Map Access Market databases
- Field research
- Data preparation and analysis

Day Five

- Knowledge of logistics, supply chains, and export constraints.
- Knowledge of international marketing strategies.
- Avoiding risks and crises facing export operations and ways to reduce them



Course Details

Course Duration

5 days

Pre-Schedule

15 – 19 Sept 2024

Venue

Istanbul - Radisson Blu Hotel Sisli

Training Fees Per
Person

KWD 1250 (One Thousand Two Hundred Fifty)

Course Fees Include

- Tuition documentation
- Curriculum and Training Handout
- Five star light snacks
- Completion Certificates
- Lunch Included

