

Best kept secrets in EXPORTS

Get to know the secrets to successful exporting!

Are you keen to capitalise on export opportunities but uncertain how to get started & to improve your export efforts? How competitive are you? Are you export-ready? Are you exporting but know too little about the technical aspects? Do you understand the role of your freight forwarder & clearing agent? If you want to learn more about these issues you should join us.

So what are the secrets for achieving export success?

Based on 15 years experience in export marketing for 350 companies in 25 countries around the world and 9 years practical experience in the freight forwarding, clearing, finance & training sectors, Juliette Fourie & Grey v/d Hoff invite you to join them for an Export Marketing & Management Workshop with a choice of dates & venues:

October 2009:

6,7	Durban	: Mandalay Conference Centre
14,15	Cape Town	: Oude Welgemoed
21, 22	Johannesburg	: Le Chateau Conference Centre
28, 29	Port Elizabeth	: Brooks Hill Suites

Pricing:

Including lunch & workshop documentation
 R1500 pp excl VAT per day (day 1 or 2)
 R 2700 pp excl VAT for both days
 10% discount on group bookings 5+people
 *** Accredited with Service SETA***

Day 1
Ready, steady, Export!

- Lessons learnt from past export projects, common export marketing mistakes, export barriers and constraints
- Gaining market access, identifying export opportunities, assessing and developing competitive advantages
- Assessing export readiness – how to test it and improve it.
- Finding and selecting export markets
- Preparation – the single largest factor leading to failure
- Framework to formulate an effective export marketing plan
- Importance of product features & benefits & price setting
- Selecting target market segments & conduct test marketing
- Case study - to enable you to apply knowledge obtained and to formulate & implement appropriate export strategies.

Day 2
The Engine of Exports

- Export terminology – tricky but not complicated
- Understanding trade agreements you can benefit from
- Export cycle & role players involved
- Importance of export documentation
- Moving Cargo – choosing the best transport options
- Trade Finance & Exports
- Calculating profitability & understanding finance in freight
- Incoterms – its implications and the sales contract
- Basic Insurance principles
- Customs procedures
- Credit guarantee insurance

REGISTRATION FORM

Export Marketing Management Workshop

Fax/email completed registration form to confirm booking and for invoice to be issued

086 532 1048 or 0865 111 443/ info@metrominds.co.za/ quay@global.co.za

Bank details: Metro Minds, ABSA, Cheque: 4066453586, B/C 630-542

Cancellations will only be accepted if received in writing up to 5 working days before the workshop date. Delegates who fail to attend but have registered will not be refunded. Substitutions are acceptable

Company:			Tel:			Fax:		
Postal Address:								
VAT number:								
Delegate name(s)			Designation			E-mail		
Please tick venue of choice: The workshop will run from 9am to 16h00 daily								
Durban			<input type="checkbox"/>			(6 & 7 Oct)		
Cape Town			<input type="checkbox"/>			(14 & 15 Oct)		
Johannesburg			<input type="checkbox"/>			(21 & 22 Oct)		
Port Elizabeth			<input type="checkbox"/>			(28 & 29 Oct)		

For any further detail or telephonic reservations please contact:

Grey van der Hoff or Ilana
 Juliette Fourie or Yolandi Dercksen

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