



Export Promotion Programme

TURN YOUR EXPORT ENDEAVOUR INTO A COST-EFFECTIVE & SUCCESSFUL OPERATION FOR YOUR COMPANY!

✓ *Practical Skills & Knowledge Improvement*

✓ *Sustainable Export Strategy*

✓ *Best Practice*

The Singapore Export Promotion Programme (EPP) proudly presents the Export Strategy Workshop to companies that are seeking growth beyond the domestic market. The training programme provides a hands-on, comprehensive understanding of what is involved in selling and prepping your products & services to prospective foreign buyers. We'll take you through the entire process from assessing your strengths, understanding your target audience, branding for high receptivity, selection of partners, negotiating terms of sale and payment with a prospective customer, to the actual showcase of your products to the world.

AN INITIATIVE BY



ENDORSED PARTNER



HOW YOU WILL BENEFIT

This programme offers practical, methodical guidelines to key areas of successful export preparation and operation. You will learn and gain insights to the following areas:

1. Developing an Export Marketing Plan

- ▶ Are you Export Ready
- ▶ Common Export Pitfalls
- ▶ Market Research
- ▶ Methods & Approach to Assessing & Choosing the Right Market
- ▶ Sources of Information & Making Sense of Data
- ▶ Competitive Analysis
- ▶ PEST Analysis for Country Selection

3. International Branding

- ▶ Pros & Cons of Current Brand & Business
- ▶ Building of National Brand
- ▶ Developing & Building Corporate & Product Brands
- ▶ Preparing Your Product for Export
- ▶ Branding, Labelling & Packaging
- ▶ Brand Strategies & Communication
- ▶ Intellectual Property Management as Brand Management

2. Understanding Overseas Market

- ▶ Major Challenges of Moving Forward
- ▶ Environmental Analysis
- ▶ Global Consumer & Culture
- ▶ Market Segmentation Analysis
- ▶ Differentiation Techniques
- ▶ Positioning Techniques
- ▶ Communication Strategies for Overseas Target Audience

4. Evaluation of International Channels

- ▶ Methods of Entry
- ▶ Types of Distributor
- ▶ Selection Criteria
- ▶ Building Reputation
- ▶ Evaluation Criteria
- ▶ Information Gathering

5. Partner Selection

- ▶ Benefits of Partnership
- ▶ Partner Selection FAQ
- ▶ Most Quoted Challenges
- ▶ Establish Due Diligence
- ▶ Assessing Partner Potential
- ▶ Assessing Trust & Commitment
- ▶ Where to Locate Potential Partners
- ▶ Qualities of Good Partner
- ▶ Cross-country Partnership Killers
- ▶ Process of Partnering
- ▶ Develop a Winning Partnership

7. Effective OMV Presentation

- ▶ Key Points to Success & Failure During Presentation
- ▶ Presentation Techniques for Foreign Audience
- ▶ Guidelines for Selecting & Organising Information
 - Product vs. Technical info
- ▶ Strategy & Tools for Creating an Impactful Presentation
- ▶ Dealing with Adverse Situations & Pre-emptive Strategies
- ▶ Showcase of Presentations

6. Negotiating an Agreement

- ▶ Performance Requirement
- ▶ Length of Contract
- ▶ Mode of Payment
- ▶ Confidentiality
- ▶ Currency Issues
- ▶ Marketing of Promotional Commitment
- ▶ Issue of Exclusivity
- ▶ Delivery Schedule
- ▶ Post-purchase Service
- ▶ Product Regulation
- ▶ Competition & Market Shares
- ▶ Termination of Exit Clause

8. Electronic Commerce for SME Exporters

- ▶ Strategic Planning to Export Online
- ▶ Developing Online Presence
- ▶ Promoting your Website
- ▶ Delivering your Online Promise
- ▶ Building Reputation & Growing Markets Online

TRAINER PROFILE

DR. SANDY CHONG

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Sandy is the Principal Consultant of Verity Consulting, and an international accredited advisor in Australia and Singapore. Her areas of expertise include Global Branding, International Business Communication, E-Commerce Strategies, Business Process Improvement, and Innovative Business Practice. Her work spans across Asia Pacific, Europe and USA and her advisory abilities are known to be backed by strong analytical skills, is multidisciplinary, personal and passionate. She has been the Project Director, Trainer & Export Coach of IE Singapore's initiatives since 2009. These initiatives include the Export Development Program (EDP) and the current Export Promotion Program (EPP).

ABOUT VERITY CONSULTING

Verity Consulting Pte Ltd is a boutique international marketing advisory firm focused in helping clients innovate, grow and expand internationally. Our expertise lies in the communication and integration of people, product, strategies & process. Our mission is to offer Creativity, Passion, & Growth to our client's business. Scope of services offered by our practice includes training & development, coaching, advisory, market intelligence, and consultancy for:

- Export Strategy & Internationalisation
- Global Marketing & Branding
- Corporate Communication
- Innovation Adoption & Change Management
- E-Business Strategies
- Intellectual Property
- Sustainability & Corporate Social Responsibility

We are known for our extensive industry experience spanning across different continents, but we are most lauded for our passionate, multidisciplinary background and for being very hands-on. We have a strong track record of rigorous research capability, methodical yet creative approach to best practice, and a collaborative attitude to meeting our clients' needs. Our highly experienced team and our relentless commitment to excellence enable us to provide solutions to our clients in a prompt and relevant manner. Visit <http://www.verityconsult.com> for more information.

