

promoting sustainable global trade

hinrich foundation



Delegierter der Deutschen
Wirtschaft in Vietnam
Delegate of German Industry
and Commerce in Vietnam



Grow your **business overseas**

**Export
Manager**

Advanced Training Program

Export Manager Advanced Training Program

Get 70% scholarship now • Deadline: June 2, 2018

LEARN MORE



TCD-Flyer EMAT-HCM-04.19.18

WHAT WILL YOU LEARN?

Session 1 (July 06-08)

International Markets and Value Proposition

- SME internationalization / Global value chains / International business models
- Customer segmentation / Market research
- Value proposition / Adapting products and services to international markets / International revenue streams

Session 2 (July 20-22)

Market Entrance Strategies

- International channels of application, distribution & evaluation / International branding
- Customer relationship management / Presentation and negotiation / Doing business with the Germans
- Partners & resources on international markets / Cost management / International business model canvas

Coaching: 1-on-1 sessions with professors (July 23-24)

Online course

- Export sales & negotiation
- Introduction to cross-border contracts
- Introduction to supply chain management

Advanced SME training to globalize & grow your business

Export Manager Advanced Training Program is developed by Leipzig University, Vietnamese-German University and Hinrich Foundation for Asia-exporters.

The intensive program offers practical coursework taught by SME internationalization experts, dedicated learning modules, 1-on-1 coaching and consulting to help enterprises in competitive challenges and turn them to profitable opportunities.

Key benefits to participants

- ✓ Grow business overseas with practical insights
- ✓ World-class instruction of Global experts
- ✓ Maximize resources with flexible schedule
- ✓ Quality training by accredited German institutions
- ✓ Trade Leadership Scholarship

Who should attend?

Designed program for SME business owners, export managers, export marketing managers and professionals involved in business development.

Class size is limited to 30 participants – allowing for personal attention and networking opportunities.

Special offer

70% scholarship from the Hinrich Foundation

How to apply

Apply at: <https://exportmanager.asia/>

For more details, please visit: <http://www.hinrichfoundation.com/trade-career-development/trade-short-courses/export-manager-advanced-training-program/>

**Deadline for application:
June 2, 2018
APPLY NOW**



Contact

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our focus

Trade Career Development • Export Trade Assistance • International Trade Research
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