

# Workshop on Export Marketing: Manufacturing Locally, Exporting Globally

April 26 & 27, 2018

9:00 am to 5:00 pm

Venue: CEE@IBA, Karachi

## OVERVIEW

Today, International Trade constitutes approximately 50% of the global output. The value international trade has been doubled since 2005.

Global markets offer immense potential for business and additional sales to large as well as medium sized manufacturers/exporters of all kind of goods/services especially processed and packaged food. However, competing in global markets is altogether a different ballgame. For a vast majority of Pakistani companies who have been struggling with exports it is really important to revisit their export-orientation and adopt the right Go-To-Market strategy.

Sustainable revenue streams will not be established without having sound knowledge of the core concepts of Trading, International Business, Strategic Export Marketing and Customer Centricity. Success in global markets is dependent on diligently scanning global markets, identifying buyers/customers and appointing distributors. Understanding trade technicalities (IncoTerms, WTO, Trade Barriers, Payment Terms and Logistics/Shipping) as well as adapting the product offering for international markets will be the essence of this workshop. Key to global business is picking business partners (Agents/Distributors) that are perfect match for any particular company. An awareness as to what Government, International Bodies and Business Support Organizations (TDAP and FPCCI) have been offering to assist exporters to capture opportunities and potential of emerging markets will be given. Participants will be given practical demonstration of a few best and reliable online research tools. Contents of Export Marketing Plan will be discussed in detail.

## WHO SHOULD ATTEND?

Business Managers, Marketing Managers, Sales Managers, Managers/Executives working in Export Marketing Dept of export-oriented companies; Entrepreneurs desirous to start export; Export Consultants and Exporters' Agents; Industry facilitators (Chambers & Business Associations); Government Officials dealing with exports.



## FACULTY

**Muhammad Asadullah** is a Sales & Marketing professional with over 14 years of experience in Cement, Processed Food and Public Sector (USAID and TDAP). He has worked for blue-chip companies in Pakistan and UAE. For Business Development, Trade Fairs and Conferences he has been to Turkey, Singapore, Kenya, Qatar, Sri Lanka, Thailand, Oman, Iran, Tanzania, UAE, Jordan and Kingdom of Saudi Arabia. He did MBA (Marketing) from IBA. Asadullah has conducted and facilitated numerous trainings and corporate workshops locally and internationally. His areas of expertise are International Sales, Export Marketing and Global Business Development. Apart from pursuing a full-time career is a visiting faculty at business schools. Over the years, he has been consulting to number of local Food and Beverage companies for enhancing their footprint in global markets in general and MEA (Middle East & Africa) in particular. He is passionate about sports football and is fluent in five languages.

**Mirza Samar Abbas** is an accomplished leader and management professional with international qualifications and over 20 years of experience in diverse sectors including; steel, textile, IT and healthcare from small startup to Fortune 500 firms. He has formulated policies; planned and executed strategies; developed market opportunities and managed resources to produce profitable growth at both national and international level in highly competitive environment. Apart from MBA (International Business) from IBA, Samar also holds MS (Marketing & Operations) from IAE-d'Orléans France and is alumnus of LUMS as well as Harvard Business School. Currently, he is heading International Sales & Marketing Division of the largest steel exporter in Pakistan. He has attended numerous national and international training, seminar & conferences and has traveled extensively around the world. He is a visiting faculty and frequent guest speaker on management related topics in various reputed universities.

## TOPICS COVERED

- Introduction to Exports, Strategic Export Marketing & International Business
- Export potential of global and emerging markets with focus of GCC and UAE market
- Roll of technology and available tools for International market research
- Significance of understanding, Incoterms 2010, HS Codes and Export Documentation
- What is importance of QMS & EMS Certifications? What are Trade Policies
- Role of Government, Trade Promotion Organizations and Trade Bodies for Export Promotion Global Supply Chain Management, Distribution Management, Shipping and Logistics
- What is World Trade Organization (WTO)? Impact of WTO on Global Trade?
- An overview of Trade Technicalities (GSP, TBTs, FTAs & Anti-dumping, ADs & CVDs)
- Developing the long term and short term Export Strategy
  - Pricing Strategies for global markets – Benefits for exporters e.g. Rebates & Subsidies
  - Customizing the product offering for international markets.
- Understanding and Leveraging Market Segmentation for Export Markets.
- Evaluating potential of markets and selecting markets for entry Go-To-Market models available for Established Exporters and SMEs
- How to participate effectively in trade faire with a comprehensive list of world's leading exhibitions and how to pick relevant exhibitions

## Workshop Fees PKR 35,000/participant

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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