

Export Marketing & Logistics in Digital Age

Date, Time & Venue



January 24, 2023



Time: 9:00 a.m. to 5 p.m.



Venue: City Campus, IBA Karachi

Program Overview:

Due to ongoing international conflicts and post-COVID logistics bottlenecks, for Pakistani companies initiating exports and retaining shares in global markets has become more difficult than ever before. Having said that, for companies that have adapted to the demands of digital age, there is still a plethora of opportunities. In the workshop, it will be deliberated as to how success in global markets is dependent on diligently scanning markets and targeting the right partners abroad.

CEE has engaged subject experts and come up with a purpose-built workshop on Export Marketing. The idea of holding this workshop is to address the pressing problems and challenges faced by exporters to come up with sustainable solutions. Our economy badly needs export receipts. This workshop will be a paradigm shift for experienced exporters & kick-start for struggling ones.

Who Should Attend?

- Export Managers, Head of Exports and Executives working for experienced exporters
- Entrepreneurs / Owners of SMEs who are interested to start exports and expand globally
- Government officials working for export & office bearers of Chambers / Associations
- Any individual who wants to learn Export Marketing Strategies and Logistics Management

Topics Covered:

- What is strategic export marketing? Role of strategy and logistics in competing globally
- An overview of Pakistan's main export products / categories and leading foreign markets
- Role of TDAP, Chambers / Associations & Pakistan's Commercial Sections abroad
- Importance of free trade agreements in Pakistan's international competitiveness
- Marketing Tools (digital & offline) & their effective utilization for developing export business
- Role of E-Commerce in Developing International Business
- Exploring export markets through different ITC tools especially www.trademap.org
- Evaluation and selection parameters of potential global markets and their relevance
- Incorporating Trade Fairs into firm's Business Plan & Export Marketing Plan
- Importance of raw material planning and sourcing strategy in logistics
- Financial impact of Inventory management including cost of inventory vs. opportunity cost
- Effective export shipment planning including types of contracts (fixed & floating)
- Role of port congestion in supply chain planning
- Importance of communication with buyer for repeat business
- How to develop Export Marketing Strategy & Country Business Plans
- Case Study: A Pakistani Exporter Revamped its Strategy in UAE and Succeeded
- Format of EMP (Export Marketing Plan) and why it is important to have a documented plan
- List of TDAP's subsidized Trade Fairs, Single Country Exhibitions and Trade Delegations

How Will You Benefit?

- Clarity on fundamentals as well as advance export strategies
- Realization as to why adopt strategic and long-term approach towards exporting
- Roadmap for developing export plans that ensure profits and business growth
- Sustainable revenue streams from overseas markets and foreign distributors
- Extend your range of tools for export marketing and develop skills to utilize them
- Make an ideal marketing mix of available techniques that suits your product/industry
- Build corporate image through effective participation in trade fairs and digital media
- Ability to undertake own detailed / systematic export marketing research
- Lunch and tea-breaks provide good opportunity to network / interact with participants from diversified industries / firms and generate business leads

Trainers

Mr. Muhammad Asadullah

CEO of M/s Falcao EMC Pvt Ltd

has 18 years of experience working for four of Pakistan's top 100 exporting firms. Currently he is running his own Export Management Company. Over the course of his diversified career, Asadullah has devised export entry strategies for country's largest business groups as well as SMEs. His last role was Group Head - Export with a blue-chip company (producing processed food products and nutritional supplements) where he was responsible for handling an annual export portfolio of US\$44 million and managing global sales to 25 countries in 6 continents.

After stepping into entrepreneurship by establishing his own Consultancy firm, he is pursuing his passion of enhancing exports from Pakistan by helping domestic firms to expand their footprints in global markets.

It has been over a decade he has been regularly facilitating training programs and conducting public workshops. His way of facilitating workshops is interactive participation, case studies, sharing practical examples and engaging audience with real-life scenarios. He has an MBA – Marketing degree from IBA and M.A. Economics & International Trade from Karachi University. He is a multilingual. He is sports enthusiast and participates in marathons. Complete profile and further details of work can be viewed at his LinkedIn Profile



Mr. Abdul Rahim Batavia

Director Sales at Hapag-Lloyd AG

Abdul Rahim brings with him 15 years of experience managing high profile accounts for top-tier firms. He has diverse experience in logistics, shipping, aviation, and start-up. He has worked with several major companies including DAMCO, DHL Global Forwarding, Maersk Line, Gerry's dnata, Careem and Hapag Lloyd. Rahim is Certified Solution Selling Professional from SPI Sales. Having completed his MS degree in Management Sciences from SZABIST and MBA from Karachi University.

Rahim is currently working with Hapag Lloyd and serving as Head of Sales, Pakistan. In his last role at Careem, Rahim was in charge to disrupt B2B transport model through digital transport solution. Prior to this Rahim was associated with Gerry's dnata (Emirates Group) where as part of commercial team he worked extensively to diversify company's revenue streams Rahim enjoys conducting session on international business and global logistics and has experience of facilitating workshops and training where he tries to bridge gap between theory and practicality. Complete profile and further details of work can be viewed at his LinkedIn Profile:



Register Now

<https://cee.iba.edu.pk/registration.php>

Program Fees

PKR 35,000 + 5% SST


Discount Policy

10% Discount for 2 or more than 2 participants

15% Discount for 5 or more than 5 participants



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