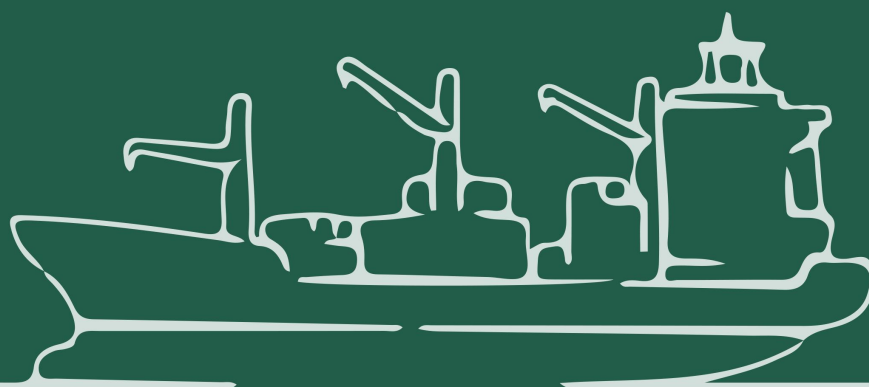




Workshop on

Export Strategy & International Marketing



January 25 & 26, 2024



IBA City Campus, Karachi

Program Overview

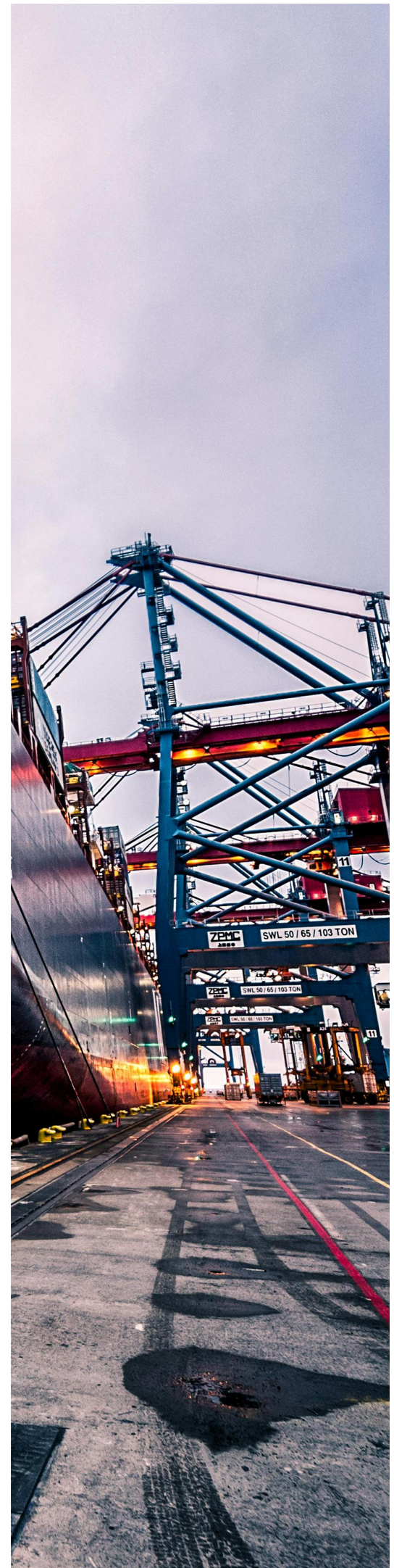
Staying competitive in today's digitalized world is a big challenge for companies of all sizes especially those engaged in shipping goods abroad. Due to ongoing global conflicts and post-COVID logistics bottlenecks, for Pakistani companies initiating new business abroad and retaining shares in global markets has become difficult than ever before. Having said that, for companies that have adapted as per the demands of digital age there is still plethora of opportunities for exporting value-added products and FMCGs to emerging markets especially in Africa and Middle East. For those enterprises that have not been successful with their exporting endeavors it is important to revisit their business strategies, realign orientation of international marketing and improve their logistics agility.

In the workshop, it will be deliberated as to how success in global markets is dependent on diligently scanning markets, targeting the right partners abroad and reach out to buyers/distributors. Understanding trade technicalities as well as adapting the product offering for a world driven and influenced by social media will be the essence of this training. Participants will be given demonstration of a few best and efficient online research tools. Significance of Export Marketing Plan and effective participation in trade fairs will also be discussed. IBA's 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 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.

Learning Outcomes

- . 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 & 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

Embrace
the journey



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



30000+

Participants Trained
Since 2009



845+

Trainings
Since 2009



60+

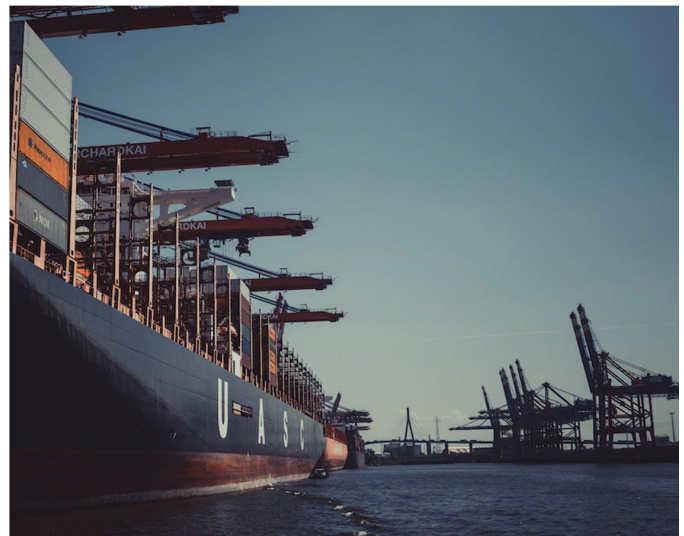
Open Enrolment
Workshops Every Year

Investment

PKR 75,000 +5% SST

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



Trainers



M. Asadullah

CEO of a renowned
Logistics Firm



Abdul Rahim Batavia

Director Sales, Hapag-Lloyd AG



Mike Wilson

CEO, Go Exporting - UK



Tariq Ikram

Former State Minister
Former CE TDAP

Guest Speakers

Our On-Demand Courses at a Glance



SEAMLESS
REGISTRATION
PROCESS



ACTIVITY BASED
TRAINING



EXPERIENTIAL
TRAINING



8 - 10 HOUR TIME
COMMITMENT



CERTIFICATE OF
COMPLETION



BUSINESS
NETWORKING

For registrations:
cee.iba.edu.pk/upcoming

Contact Us



Center for Executive Education at the IBA Karachi

Email: ceeinfo@iba.edu.pk

Phone: (021) 38104701

Ext: 1809, 1812, 1828

Mailing Address: City Campus, IBA Karachi, Plot # 68 & 88
Garden / Kayani Shaheed Road, Karachi – 74400

