

TRADE CAPABILITY PROGRAM MASTERCLASS 2023 – facilitated by AiGroup

Learn, develop, and grow your skills in key areas of international trade to advance your export business growth and sustainability

The recent disruptions caused by the pandemic have revealed that companies **MUST** be agile to adapt and survive. Many business owners find they can do this by exporting: to help to grow their business, diversify their revenue, and reach more customers. These in-person training workshops will build on your existing knowledge, giving you the know-how, tools, resources, and processes to further your skill set when doing business in a global marketplace.

Growing exports in the global market involves complex processes. It requires substantial resources, the right knowledge and skill, and networks to succeed. As international trading conditions shift dramatically in recent times, the challenges and risks businesses face have escalated. This program will enhance local businesses with the essential knowledge and preliminary connections to help achieve these.

This Export Program takes you, step-by-step, through each of the key areas relating to exporting. These steps can help you understand some of the key challenges and develop a One-Page Export Plan that will support you in kick-starting, rejuvenating, or consolidating your export business in these challenges times. A well-developed export strategy will help you in dealing with a range of service providers and singles you out as a company that has mature, realistic goals and programs designed to achieve them.

What you will learn

The Export Masterclass is rich in content and case studies to help new and experienced exporters succeed. The Masterclass will be delivered over three (3) workshops:

In Workshop 1, you will learn how to:

- Set your export goals and objectives
- Review your product offering
- Understand your Unique Selling/Value Proposition
- Research market opportunities
- Leverage Australia's Free Trade Agreements to improve your competitiveness
- Select the right markets
- Review your market entry strategies

In Workshop 2, you will learn how to:

- Be export ready & understand legal requirements
- Understand your Incoterms
- Develop export pricing
- Identify and qualify potential partners/distributors
- Tailor your sales pitch
- Promote your exports

In Workshop 3, you will learn how to:

- Export budget and forecasting
- Activate sales
- Finalise your export strategy and develop your own One-Page Export Plan
- Critical Success Factors
- Access support available

Each workshop provides you with the opportunity to interact and network with other exporters, share experiences, and discuss ways to overcome challenges you may be experiencing. Participants will access their individual FREE one-hour 1-1 coaching (online) with an Ai Group Adviser to discuss and finalise their Export Strategy and Action Plan.

Who should do this course?

These comprehensive export workshops are recommended for new and established exporters, goods producers or manufacturers, and other small businesses looking to take the next step in their international trade venture.