

CEFE Export

In Brief

Export can be a powerful driving force for economic growth and wealth creation.

In order to take advantages of export possibilities, executives and employees must be aware of the requirements of international trade relations and foreign markets.

The CEFE Export training equips participants with the required skills to successfully seek new markets, develop collaboration with foreign partners and thus sustainably grow their businesses.

The training covers all aspects of a company's internationalization process.

Deliverables

- Introduction and sensitization to the topic
- Conceptualisation and evaluation of export strategies
- International branding and product positioning
- Approach to foreign markets
- Intercultural negotiation
- Cost calculation of export activities
- Logistic and legal security of export activities
- Development of an export business plan

Instruments

The Export Training provides a comprehensive set of tools consisting of: participant centred learning methods, exercises modularized for international trade relations; presentations held by guest speakers operating on international level; company visits; coaching in export preparation.



In Practice

Since 2013 three programmes in cooperation with Gesellschaft für International Zusammenarbeit (GIZ) have been conducted; two times with Columbian universities and one time with Tunisian schools.



CEFE International
Marlinde Elisabeth Baerenz
coordination@cefe.net
+49 221 8801010

Duration of Service

4 days training

Training of Trainers

Training of Trainers requires at least 11 days

Coaching consists of 2 days preparation plus four days supervision of the pilot training