

**Export Intelligence and Promotion
2-6 November 2008
Palms Hotel – State of Kuwait**

Workshop Program

Sunday, November 2, 2008

Day 1: Intelligent Export management: The basic concepts
Materials (Manual one, CD #1, and PowerPoint presentations)

8:00 – 9:00 Registration of Participants

9:00 – 10:30 Session 1: Basics of the intelligent export management

- Benefits of exports
- Benefits of Exporting
- Risks of Exporting
- Four Common Misconceptions about Exporting
- Common Mistakes for New Exporters to Avoid
- Export Potential Analysis
- Some basic concepts in export marketing
- Competitive Analysis and Strategy
- Industry analysis
- Value chain analysis
- SWOT analysis
- Steps of developing the export strategy
- Determining Export Potential

10:30 – 10:45 Coffee Break

10:45 – 12:00 Session 2: Are we ready for export

- Assessing Company's Export Readiness
- Developing an Export Plan
- Market Research
- Market Research versus Market Intelligence

12:00 – 12:30 Prayer and Coffee Break

12:30 – 2:00 Session 3: From research to results

- Approaches to Exporting
- Distribution Considerations
- Indirect Exporting
- Direct Exporting
- Locating Foreign Representatives and Buyers
- Negotiating an Agreement with a Foreign Representative
- Export promotion

2:00 – 3:00 Lunch – Sponsored by Public Authority for Industry

Monday, November 3, 2008

Day 2: Identifying export opportunities through marketing research
Materials (Manual two, CD #2, and PowerPoint presentations)

9:00 – 10:30

Session 1: Using TradeMap data bases

- The market research process
- Research at export marketing stages
- Trade Map Databases
- Overview
- Why use Trade Map
- Data Sources and Availability
- Access to the tool
- How to use trade MAP
- How to enter the database
- Selection Menu
- Select a product or a service
- Select a country or a partner country
- The product approach
- Assess the world market from the demand side
- Assess world competitors
- Review current situation of the country's exports
- Identify the world's leading importers
- Analyze the performance of competitors
- Examine tariffs and tariff quotas in potential new markets
- Investigate competitors at the National Tariff Line Level
- Identify current suppliers
- Assess potential suppliers through a graphic representation of the market
- Assess the performance of the products currently exported

10:30 – 10:45

Coffee Break

10:45 – 12:00

Session 2: TradeMap databases: Country approach

- Gauge national trade performance by sector
- Analyze trends in a sub-sector (4-digit product groups)
- Overview of top products exported by the country
- Assess current bilateral trade between two partner countries at the sectoral level
- Analyze bilateral trade at the product level
- Review of existing and potential trade between a selected country and a region
- Analyze trade potential in a graphic format
- Review world exporters of services
- Identify a country's suppliers for the selected service

12:00 – 12:30

Prayer and Coffee Break

12:30 – 2:00

Other useful sources of trade related data and information

- UN COMTRADE DATABASE
- The Main Interface
- Data Query & Extraction
- FAOSTAT Databases
- EUROSTAT – COMEXT Databases
- Other important web site

2:00 – 3:00

Lunch – sponsored by Public Authority for Industry

Tuesday 4, 2008

Day 3: Product preparation, pricing and shipping

Materials (Manual one, CD #1, and PowerPoint presentations)

9:00 – 10:30

Session 1: Preparing the product for export

- Questions to Consider:
- Product Adaptation
- Engineering and Redesign
- Branding, Labeling, and Packaging
- Servicing
- Freight Forwarders

10:30 – 10:45

Coffee Break

10:45 – 12:00

Session 2 : Export procedures and documentation in practice

- Shipping
- Insurance
- Tariffs

12:00 – 12:30

Prayer and Coffee Break

12:30 – 2:00

Pricing, Quotations, and Terms

- Pricing Considerations
- Allocating costs
- Understanding the export market cost chain
- Five basic export pricing methods
- Market entry pricing strategies
- Determining ex-works price and pre-tax profit margin
- Creating an export-ready price sheet
- Export sales forecasting

2:00 – 3:00

Lunch – sponsored by Public Authority for Industry

Wednesday 5, 2008

Day 4: Getting paid and industry specific case studies

Materials (Manual one, CD #1, and PowerPoint presentations)

9:00 – 10:30

Session 1: Getting paid

- Terms of Sale
- Methods of Payment
- Prudent Credit Practices
- Cash in Advance
- Documentary Letters of Credit and Documentary Drafts
- Letters of Credit
- Documentary Drafts
- Open Account
- Other Payment Mechanisms
- Foreign Currency
- Payment Problems

10:30 – 10:45

Coffee Break

10:45 – 12:00

Session 2: Industry case studies

12:00 – 12:30

Prayer and Coffee break

12:30 – 2:00

Session 3: Industry case studies

2:00 – 3:00

Lunch – sponsored by Public Authority for Industry

Thursday 6, 2008

Day 5 : Export Business Plan

Materials (Manual three, CD #3, and PowerPoint presentations)

9:00 – 10:30

Session 1: Basics of the export plan

- Why you have to have an Export Business Plan
- The Importance & Objectives of the Export Plan
- Management Issues on Exporting
- Business Planning and Timetable
- Export Plan Preparation Steps
- Reviewing the Commercial Requirements of an Export Plan

10:30 – 10:45

Coffee Break

10:45 – 12:00

Session 2: Business Planning Software

- Automate the export business plan
- Using business plan pro
- Advantages of the business plan Pro
- All the spreadsheets you need
- Import data from QuickBooks
- Free add-in components
- Plan settings for nonprofits
- Long-term financial forecasting
- Import worksheets from Excel
- Graphic Forecaster tool
- Automatic charts
- Visual cash planning
- Advanced financial spreadsheets
- Quarterly and 24-month financial data

12:00 - 12:30

Prayer and Coffee Break

12:30 – 2:00

Session 3: Practical case studies

- Starting Business Plan Pro
- Start a Plan Options
- Export Business Financials

2:00 – 3:00

Lunch – sponsored by Public Authority for Industry