B. The Art & Science of COUNTRY MODULE
(Example is of CANADA, but it can be any country)

Training Contents:

a) CANADA: An Economic & Market Overview Presentation:
   - An understanding of the CANADA economy & its competitiveness
   - Key trends in the CANADA market
   - CANADA - A rich & growing import market
   - Opportunities for companies for imports & export with CANADA

b) Steps to Successfully Export/Importing with CANADA:
1. Effective strategies for Market Entry for Imports & Exports:
   - Forms of Business Organizations in CANADA
   - Opening an Office/warehouse in CANADA
   - Devising a marketing strategy, plan & positioning your product
   - Gathering Information - How?
   - Approaching & entering the CANADA market
   - Identifying local partners
   - Understanding local laws
   - Understanding local prices & taxes
2. Strategy for Market Development:
   - Developing cultural sensitivity in market
   - Advertising & promotion strategy
   - Branding & pricing decisions
   - Choosing distribution channels
3. The Banking & Financial System in CANADA:
   - Credit & risk management
   - Understanding the local commercial & banking system
   - Using innovative strategies to overcome payment risks

C) Steps to Successfully Exporting/Importing to a COUNTRY: CANADA

1. Selling in the CANADA market: An experience sharing
   - Practical inputs of a successful exporter to CANADA
   - This Presentation would include the following elements:
     a) Why did the exporter target CANADA?
     b) What was the plan for market entry & for sustained growth?
     c) What were the major hurdles?
     d) What have been the opportunities & threats? How these been in line with their expectations?
     e) What will be their future course of action?
     f) Recommendations for companies wishing to enter CANADA

d) Business Tips on CANADA like:-
   - What you should know before negotiating in CANADA?
   - Entertaining for business success in CANADA?
   - Making appointments in CANADA?
   - Selecting & presenting an appropriate business gift in CANADA?
   - Respectfully addressing others in CANADA?
   - Acceptable public conduct in CANADA?
   - Welcome topics of conversation in CANADA?
   - Guideline for business dress in CANADA?

Duration of course: 2-3 Days
Timing: 10 am to 2 pm or 2 pm to 8 pm
Location: Your country
Faculty: Jagat Shah, Certified Management Consultant (CMC), MBA & Certified Cluster practitioner. Trade representative of Govt. of Manitoba, Canada in India.

- 22 years of experience in international trade management & cluster development.
- Conducted 300+ training programs in 40+ countries, attended by 15400+ companies.
- Last 80+ trade delegations for buyer seller meet & business match making abroad.

Founder & CEO - Global Network: www.globalnetworkindia.com
Founder & Mentor - Cluster Pulse: www.clusterpulse.org
CV: www.globaljagat.com

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