

Considering Export Markets



SUMMARY

This course introduces the most important aspects of international markets, as well as the aspects of export readiness for small enterprises. It identifies the key attributes of export-ready enterprises, including the particular skills and resources required to export successfully.

TARGET AUDIENCE AND OBJECTIVES

This course is primarily aimed at staff members and managers working in SMEs

AT THE END OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:

- Complete an export readiness assessment
- Identify the areas that need to be addressed by a small enterprise to become export ready

CERTIFICATION



Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. The certificate is verifiable through the SME Trade Academy.

COURSE STRUCTURE

- Lecture 1: Introduction to Exporting
- Lecture 2: The Export Market
- Lecture 3: Company Readiness and Product Viability for Exporting
- Export Readiness Assessment

REGISTRATION



Interested participants can register to this course by going to the SME Trade Academy website at:

learning.intracen.org

Once on the website, simply create a new account, input your information, and sign up to the course.

Sample course slide