

Helping SMEs Generate Export Business



SUMMARY

This course introduces techniques that are used for successful international business generation, in both face-to-face and virtual/remote environments. Each environment is described in terms of its characteristics, pros and cons, challenges, as well as the factors that determine respective comparative advantages.

TARGET AUDIENCE AND OBJECTIVES

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

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

- Apply the main steps for the preparation of an efficient business generation initiative; and
- Analyse options available with both face-to-face and virtual business generation activities for export-ready companies

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: Face to Face Business Generation
- Lecture 2: Virtual Business Generation
- Case Study Exercise: Virtual Business Generation Part 1&2

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

Pros	Cons
Automated lead identification	Risk of data overflow
Based on contacts prior and past events	Lack of communication of sales profiles with leads generated automatically
24/7 lead generation	Risk of improper targeting

TIPS

- Stay focused and avoid untargeted messages
- Make sure your profile is complete

RESOURCES

- CEBIT TRADE FAIR WEBSITE www.cebit.de/Match&Meet
- GITEX TRADE FAIR WEBSITE www.gitex.com/conexions

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