



EXPORT CLINIC

TRAINING TITLE : DEVELOPING AN EXPORT PLAN FOR YOUR COMPANY
DATE : 02 & 03 NOVEMBER 2018 (FRI & SAT)
VENUE : MEA TRAINING CENTRE, PUCHONG

OBJECTIVES

- To learn the principles and methods of developing and preparing an Export Plan for your Company
- To enable the learner to understand the different aspects of the Export Plan such as market entry strategies, distribution channels, market selection, promotional strategy, etc.

LEARNING OUTCOMES

The learner will gain a detailed knowledge and understanding of the steps, methods and information needed towards preparing an effective export plan for his/her company and products

TARGET PARTICIPANTS

Export Managers/Executives, Marketing and Sales Managers/Executives, Research Personnel, General Managers, CEOs , and anyone interested in understanding how to develop and prepare an Export Plan

METHODOLOGY

Lectures, briefings, case studies, group discussions, group projects

COURSE OUTLINE

- What is an Export Marketing Plan?
- The value of an Export Plan
- Different aspects of the Export Marketing Plan and Inputs needed
- The Export Planning Process
- SWOT Analysis
- Market Entry Strategies and case studies
- Market Selection
- Pricing Strategy
- Promotional Strategy
- Product Strategy
- Export Plan Template
- Project Exercise – Preparing an Export Plan for your Company

PARTICIPATION FEES

Fee: RM1,200 per pax

SBL claimable (Inclusive of lunch, tea breaks, notes)

TRAINER'S PROFILE

Tham Sing Khow has over 35 years' of experience in international trade, export promotion and marketing, international business development, industrial development, investment promotion, technology transfer and licensing arrangements, public relations & communications, branding, public affairs, overseas customer relationship management, alliance building and sustainability, and environmental issues. He also has a proven track record in setting up overseas trade representative offices and development of trade and industrial relations with overseas market, including emerging markets. Mr Tham served in various capacities in the Ministry of International Trade and Industry (MITI), including 10 years abroad as Malaysian Trade Commissioner to Moscow (USSR), Sao Paulo (Brazil) and Caracas (Venezuela). At MITI Headquarters, he has served as the Principal Asst. Director in the International Trade Division and the Industries Division.

After leaving MITI, Mr Tham worked as the European Director of the Malaysian Timber Council (MTC) in London, UK for 12 years covering the promotion and marketing of Malaysian timber and timber products to the European market, including public relations and communications, and related environmental/sustainability issues. Later he served as the Deputy Chief Executive Officer of the Malaysian Timber Council.

Following his service with MTC, he was a Consultant to the Tan Chong Group; helping them to develop their international trading business including setting up an overseas representative office in The Philippines. He also served as the Senior Advisor – Commodities in the Embassy of the Netherlands, advising the Embassy on commodity issues focusing on palm oil, timber, rubber and cocoa. He also worked as Chief Operating Officer – Europe to ABRIC Berhad responsible for the exports and sales of the company products (security seals) to the European market. Currently he is a freelance Consultant and Trainer in International Trade and Business Development. Mr Tham holds a B.Sc. Hons in Biological Sciences from Universiti Sains Malaysia (USM), a LLB.Hons from London University and a Diploma in Marketing from the Chartered Institute of Marketing (CIM), U.K. He is also a HRDF-certified Trainer with the Train-the-Trainer certification, specializing in the training and mentoring of SMEs in international trade/export and overseas business development.