



EXPORT CLINIC

TRAINING TITLE : HOW TO CONDUCT AN EXPORT MARKET RESEARCH FOR PRODUCTS
DATE : 29 & 30 OCTOBER 2018 (MON & TUES)
VENUE : MEA TRAINING CENTRE, PUCHONG & MATRADE

OBJECTIVES

- To learn the principles and methods of conducting an in-depth export market research for your products in selected overseas markets
- To enable the learner to know how to gain information about foreign markets using the tools and sources that are readily available

LEARNING OUTCOMES

The learner will gain a detailed knowledge and understanding of export market research and learn the vital steps towards preparing an export plan for his/her company and products

TARGET PARTICIPANTS

Export Managers/Executives, Marketing and Sales Managers/Executives, Research Personnel, General Managers, anyone interested in understanding export market research

METHODOLOGY

Lectures, briefings, site visit to MATRADE, case studies, group discussions, group projects

COURSE OUTLINE

- Introduction to Export Market & Marketing Research
- Learn how to gain information about foreign markets using available tools and sources
- Gain knowledge on conducting research into selected markets for exports
- Understanding HS Codes and Trade Statistics for Exports
- Identifying potential importers/buyers in foreign markets
- Understanding PESTLE Analysis and Porter's Five Forces and application in market research
- Interactive group discussions and exercises on preparing market research
- Inputs towards preparation of an Export Marketing Plan

PARTICIPATION FEES

Fee: RM1,200 per pax

SBL claimable (Inclusive of lunch, tea breaks, notes and GST 0 %)

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.