



## **EXPORT CLINICS (HANDS-ON & PRACTICAL WORKSHOP) APPOINTMENT AND MANAGEMENT OF OVERSEAS AGENTS & DISTRIBUTORS (2 DAYS)**

### **DATE & VENUE**

26 & 27 April 2019 (Fri & Sat), 9:00am – 5:00pm – MEA Training Centre, Bandar Bukit Puchong,

### **OBJECTIVES**

Upon the completion of the program, participants will be able to:

- To learn the principles and methods of selecting, appointing and managing overseas agents and distributors for your company.
- To enable the learner to understand the different aspects of working with agents and distributors in foreign markets including the legal implications, cultural issues, motivation, trade disputes, negotiation and etc.

### **LEARNING OUTCOMES**

The learner will gain a detailed knowledge and understanding of the legal, cultural and others aspects of appointing an agent/distributor, drawing up an agency/distributor agreement, handling trade disputes and how to negotiate with an agent/distributor.

### **TARGET PARTICIPANT**

Export Managers/Executives, Marketing and Sales Managers/Executives, Research Personnel, General Managers, HR Managers/Executives, Administrative and Finance Managers/Executives, Logistics Managers/Executives, CEOs, and anyone interested understanding how to appoint and manage overseas agent & distributor.

### **METHODOLOGY**

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

### **COURSE OUTLINE**

- Overseas Market Entry Strategies
- Distribution Channel
- Agent or Distributor – What is the difference?
- The Roles of Agents or Distributors
- How to find Agents and Distributors
- What to look for in an Agent or Distributor
- Motivating an Agent or Distributor
- Changing/Terminating an Agent or Distributor
- Cultural and Legal Issues
- Negotiating with an Agent or Distributor (Group Exercise)

## TRAINER 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

## COURSE FEE

**RM1, 060.00 per person** – SBL Claimable (Inclusive of 6% of SST, lunch, tea breaks, notes and certificate of attendance)

## ORGANIZER

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