



EXPORT READY:

INTERNATIONAL TRADE PROGRAM

FOR CENTRAL QUEENSLAND AGRIBUSINESS

Central Highlands Development Corporation (CHDC) is working with the Export Council of Australia (ECA) to help upskill agribusiness and related companies within the Central Queensland region that are potential and aspiring exporters.

Export Ready: International Trade Program for Central Queensland Agribusiness is an innovative program presented by leading international trade specialists and supported by CHDC. Training modules will be delivered on a range of practical topics and will be presented by experienced international trade consultants.

By the end of the program, businesses will have been introduced to the fundamentals of international business, engaged with real-life case study businesses, and developed an international business plan and pitch that can be implemented for your company's international expansion.

Who is the Export Ready Program for?

Agricultural and related businesses in Central Queensland looking to export, or are currently exporting and would like to enter a new market and/or build their export business.

When will the program run?

From September 2018

What does the Export Ready Program include?

- ▶ 10 x 4 hour modules, delivered monthly or at dates negotiated with participants in Central Queensland
- ▶ Each module includes content delivered by an expert presenter, followed by question time
- ▶ Participants will receive comprehensive take-home program materials at every session
- ▶ 50% discount off ECA Business membership

How much will the program cost?

This program is valued at over \$3,000 per business, however, through an Australian Government Regional Jobs and Investment Packages (RJIP) grant, **heavily subsidised access** is available for businesses within the Central Queensland area. The cost to undertake the program is \$1500 (GST incl.) per business with 50% payment (\$750) invoiced upon registration.

Each business is able to nominate a maximum of **two people** to participate in the program. These positions can be delegated to another staff member should the nominated person be unable to attend.

How do I register?

Register via the CHDC website
www.chdc.com.au/export-workshop

Businesses will be requested to complete information which demonstrates their business capacity and commitment to attending the 10 modules.

When do I need to register by?

Please register as soon as possible, as places are limited to 15 companies. Once your registration and Expression of Interest has been received, it will be considered by ECA and you will be notified of the outcome no later than Monday 14 August 2018.

Program Facilitator: Export Council of Australia (ECA)

Many Australian SMEs and mid-size companies find global business challenging and need assistance to navigate the complexities and opportunities. The ECA is the membership organisation that helps these businesses to go global sustainably, by education, advocacy and promotion. For over 60 years, the ECA has helped Australian companies take on the world.

Further information

For additional details or for assistance with registration, please contact Liz Alexander, Agribusiness Development Coordinator at CHDC:

Email: agribusiness@chdc.com.au

Phone: 0429 471 511



MODULES

- 01 Introduction to Growing a Global Business**
- Benefits of going global: including case studies
 - Going global for the right reasons and commitment to export success
 - SWOT analysis and international business plan
 - Product/service ready checklist
- 02 How to Select the Right Market**
- Your target market
 - Market analysis
 - Market options and promotion
 - EMDG grant and government support
- 03 Legal Contracts and IP**
- The importance of legal contracts and fundamentals
 - Intellectual property (IP) protection
 - Helping you prepare your company to mitigate risk when going international
- 04 Freight and Logistics**
- Incoterms 2010
 - Trade terminology explained
 - Common freight costs
 - Choosing the right freight forwarder
 - Marine insurance for air and sea cargo
- 05 Financing for Export Success and International Pricing Strategy**
- Methods of payment and risk management strategies
 - Managing foreign exchange risk
 - How credit insurance can protect your receivables
 - Finance options for global growth

- 06 Planning the Right Market Entry Strategy**
- Selecting the right sales distribution channel
 - Important watchpoints when entering into a contract
 - Agents and Distributors
 - Licensing and Franchising
 - Partnerships and Joint Ventures
- 07 Export Marketing and Preparing to Visit the Market**
- Marketing planning including promotion
 - International marketing communication and buyer's decision process
 - Formulating your messaging strategy
 - Cultural considerations
 - Making the most of market visits
 - Utilising trade missions and trade shows
- 08 International Business Plan**
- A dedicated session to help you finalise the elements of your international business plan including:
- Current sales and marketing strategy
 - Analysis
 - Logistics
 - Risk management plan
 - International growth projection
- 09 Delivering Great Presentations and Pitching for International Success**
- Practical strategies for preparing and delivering presentations
 - Building a message map
 - Developing your elevator pitch
- 10 Presenting Your Export Plan**
- An opportunity to seek valuable individual feedback from export professionals