

# CERTIFICATE OF ADVANCED STUDIES

## **EXPORT MANAGEMENT** ADVANCED TRAINING



# OUR MISSION

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The International SEPT Competence Center is a research and training unit at Leipzig University dedicated to provide theoretical insight as well as practical experience in the management and promotion of Small and Medium-Sized Enterprises (SMEs) worldwide.

Because of our location in Germany, we have permanently the opportunity to learn from successful German SMEs and to analyze in detail their best practices and winning experiences, as well as those of the institutions that foster and promote them.

For these reasons, all training programs that are offered by SEPT are based on the patterns of the outstanding German SMEs and the measures that have been successfully applied to promote them.

***“Our main goal is to transfer knowledge to institutions and firms from all over the world that are looking forward to implementing successful strategies in the promotion and development of SMEs”***

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**EXPORT MANAGEMENT** ADVANCED TRAINING

# TRAINING CONCEPT

The main objective of the training is to familiarize participants with the application of different concepts, tools and methods surrounding export management in their organizations. The course has been designed for managers in the private as well as public sector.

## Part 1: Export Plan Development

- Market Selection and Potential Assessment
- Understanding Customer and its Demand
- Understanding Market Entry Strategies
- Supplier and Distribution Channels in Foreign Trade

## Part 2: Designing Market Entry Plan

- Designing International Marketing Strategy
- Cultural Aspects of Doing Business Abroad
- Methods of Foreign Trade Financing
- Payment & Delivery Conditions in Foreign Trade

## Part 3: Project Coaching

- Export Plan for Product/Service
- Market Entry Plan Development for SME



# PART 1:

## EXPORT PLAN



The success of an export project depends greatly on the selection of the export product, identification of the potential market, identification of export channels and analysis of required resources. Thus, marketing and distribution are an essential part of this process. This means that the person, in charge of export process, should master the various methods and strategies of market analysis, international marketing and branding, and international distribution. After each session the university experts will be available for you in case of any questions.

Sessions	Topics	Methods & Tools	Language
1. Internationalization of SMEs	<ul style="list-style-type: none"><li>• Market selection &amp; analysis</li><li>• Customer segmentation</li><li>• Customer and Intermediary Profile</li></ul>	<ul style="list-style-type: none"><li>• Market attractiveness matrix</li><li>• Customer profiling</li><li>• Market analytics planner</li><li>• Market research tools</li></ul>	<ul style="list-style-type: none"><li>• English</li></ul>
2. Market & Customers	<ul style="list-style-type: none"><li>• Customer analysis</li><li>• Value proposition</li><li>• Resource analysis</li></ul>	<ul style="list-style-type: none"><li>• Customer Profiling Tools</li><li>• Personas / Customer Profile</li><li>• Value Proposition - Kano Model</li></ul>	<ul style="list-style-type: none"><li>• English</li></ul>
3. Market Entry and International Distribution Strategy	<ul style="list-style-type: none"><li>• Partners &amp; resources on international markets</li><li>• Supplier development &amp; evaluation</li><li>• International Distribution Channels</li><li>• Market entry strategies</li></ul>	<ul style="list-style-type: none"><li>• Marketing mix</li><li>• Brand communication tools</li><li>• Company Teaser</li></ul>	<ul style="list-style-type: none"><li>• English</li></ul>

## MODULE 2:

# MARKET ENTRY PLAN



The success on the international market depends not only on designing the export plan, but mostly on it's appropriate implementation. This includes among others designing international marketing and communication strategy, customers acquisition and using appropriate negotiations strategies. In order to secure the whole venture the participants learn about foreign trade financing models as well as delivery and payment conditions. In this module, trainings are conducted by SEPT trainers and by external specialists. After each session the university experts will be available for you in case of any questions.

Sessions	Topics	Methods & Tools	Language
<b>4. International Negotiation</b>	<ul style="list-style-type: none"><li>• Introduction to negotiation management</li></ul>	<ul style="list-style-type: none"><li>• Negotiation types, processes and basic concepts</li><li>• 4 simulation games</li></ul>	<ul style="list-style-type: none"><li>• English</li></ul>
<b>5. Online Marketing</b>	<ul style="list-style-type: none"><li>• Designing International Online Marketing Strategy</li></ul>	<ul style="list-style-type: none"><li>• Social Media marketing in foreign markets</li><li>• Search Engine Marketing</li></ul>	<ul style="list-style-type: none"><li>• English</li></ul>
<b>6. Delivery &amp; Customs Duty</b>	<ul style="list-style-type: none"><li>• Payment and delivery conditions</li><li>• Customs law and foreign trade</li></ul>	<ul style="list-style-type: none"><li>• INCOTERMS 2020</li><li>• EU-customs law and procedures</li><li>• Customs law for export of goods from the EU</li></ul>	<ul style="list-style-type: none"><li>• English</li></ul>
<b>7. Financing Foreign Trade</b>	<ul style="list-style-type: none"><li>• Financing foreign trade</li><li>• Preparation of sales contracts with examples</li><li>• Guaranties in foreign trade</li></ul>	<ul style="list-style-type: none"><li>• Products of foreign trade financing and their application possibilities</li><li>• Payment security</li><li>• Types of guarantee</li></ul>	<ul style="list-style-type: none"><li>• German / English</li></ul>

# TRAINING METHODOLOGY

The **constructivist methodology** used in our Certified Export Manager Training allows our participants to take an active role in their learning process by applying concepts and tools to build and adapt their own strategies continuously.

In this way, we not only encourage the interaction of our participants with our team of consultants and experts but also among themselves with the objective of forming a network of experts in different areas and with different backgrounds, which in turn empowers them to lead to an enriched discussion of relevant topics to address current market demands comprehensively.

At the same time, the Certified Export Manager Training offers participants a space to make their own decisions and provides them with the necessary flexibility to develop the skills and competencies to build their future professional life.

Our team accompanies the training with parallel coaching sessions, which are essential for developing an **Export Plan** for a given product or service, as well as for the **design of an Internationalization Plan** for a respective organization in a real setting.



**“SPACE  
TO MAKE  
THEIR OWN  
DECISIONS”**

# PROFILE OF THE TRAINERS



## PROF. DR. UTZ DORNBERGER

He is the Director of the International SEPT Competence Center of Leipzig University. SEPT especially focuses on the promotion of innovation and entrepreneurship in Germany as well as in others countries around the world. His academic and professional focus is especially on innovation and entrepreneurship management. He is also the Co-Founder of Conoscope GmbH, a consulting firm specialized in the fields of innovation management and internationalization. He has international experience in 5 continents and over 35 countries.



## GUNNAR KASSBERG

Gunnar Kassberg is experienced in the management of international projects and has worked for various institutions in Economic Development, Knowledge & Technology Transfer, Business Development & Start-up Promotion. Since 2014 he is the Coordinator of FIT4export at the International SEPT Competence Center. His field of expertise is the internationalization of SME, especially the planning of international market research, analyzing cross-cultural marketing campaigns and the implementation of online-marketing tools.



## WOJCIECH MURAS

Wojciech Muras is a trainer experienced in many international projects in different industries, coming originally from Fraunhofer Research environment. His field of expertise is internationalization of SMEs with a focus on planning and conducting of international market research. Wojciech has been a trainer for over 100 Polish and Korean Startups and SMEs as well as many international Students.



# PROFILE OF THE TRAINERS

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Apart from SEPT lecturers, Business and Export Management courses will be provided by competent and experienced external experts from a different business fields.



## PROF. DR. REMIGIUSZ SMOLINSKI

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He is the honorary Professor and Guest Lecturer at HHL Leipzig with over 10 years experience in the field of negotiations.

Prof. Smolinski initiated 2007 The Negotiation Challenge as the first international negotiation competition in Europe

Offer: Training managers and executives and advising them on various issues in their complex negotiations.



## MIRKO DÖRRY

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Mr. Dörry is an accredited and certified Incoterms trainer with over 10 years experience in the field of duties and foreign trade and payments legislation. Focused on foreign trade law.

Offer: seminars, courses and workshops in all aspects of customs and foreign trade law. Preparation and follow-up of tax audits by the customs administration.



## HANS-PETER KLOPPE

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Mr. Kloppe is an expert in the field of foreign trade with over 30 years experience currently working for DZ Bank AG.

Focused on advising medium-sized corporate customers in international business.

Expertise among others in: financial markets, business development, international payments, international trade





## ADDITIONAL INFORMATION

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### PLACE

The training course will be conducted in the hybrid model: offline in Leipzig in SEPT conference room as well as online.



### ADMISSION REQUIREMENTS

- A 3-year undergraduate degree or its equivalent from a reputable university
- Basic knowledge of management and economic issues



### DURATION & PARTICIPANTS

The training course is planned for totally **50 training and coaching hours**. The maximum number of participants is 25.



### CERTIFICATE

Successful participants will obtain the **Certified of Advanced Studies** issued by Leipzig University.



### LANGUAGE OF INSTRUCTION

The training course will be held in **English**.



### PARTICIPATION FEES

For students – 100€  
For companies / professionals - individual offer for the entire training or chosen sessions



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## **FIT 4** EXPORT

### **COORDINATOR**

Wojciech Muras

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