

TRAINING COURSE EXPORT MANAGEMENT ADVANCED TRAINING

SCHEDULE

Contact person:

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Agenda 2022

Introduction

Business Case presentation

07.10.2022 (Fr)	3:00 pm - 3:20 pm	Official welcome & project presentation
07.10.2022 (Fr)	3:20 pm - 5:00 pm	Companies presentation

Module 1:

International Business Model Development

Lecturer / Trainer

08.10.2022 (Sa)	9:00 am - 10:30 am	Introduction to Internationalization of SMEs	Prof. Dr. Utz Dornberger
08.10.2022 (Sa)	10:45 am – 12:15 pm 1:15 pm – 2:45 pm	International Business Model Canvas	Phuong Nguyen Uni Leipzig
14.10.2022 (Fr)	3:00 pm – 6:15 pm	Strategic Market and Competitors Analysis	Wojtek Muras Uni Leipzig
15.10.2022 (Sa)	9:00 am – 12:15 pm	Customer Analysis and Planning, Value Proposition	Jazmin Ponce Gomez Uni Leipzig
15.10.2022 (Sa)	1:00 pm – 4:00 pm	Video-Content Marketing – right story telling	Markus Müller Curryfiasko
28.10.2022 (Fr)	3:00 pm – 6:15 pm	Cultural aspects of doing business with focus on Asia, South America. Differences with EU.	Martin Gothe Jazmin Ponce Gomez
29.10.2022 (Sa)	9:00 am – 4:30 pm*	International Negotiations and Negotiation Strategies	Dr Franziska Frank ESMT Berlin

Module 2:

Market Entry Plan

21.10.2022 (Fr)	3:00 pm – 6:15 pm	Practical Aspects of E-Commerce Business	Max Schneider Amazon GmbH
22.10.2022 (Sa)	9:00 am – 4:30 pm*	International Marketing – Online Marketing	Rebecca Hall Projecter GmbH
04.11.2022 (Fr)	3:00 pm – 6:15 pm	Payment and delivery conditions – Incoterms 2020	Mirko Dörry Freelance Consultant
05.11.2022 (Sa)	9:00 am – 4:30 pm*	Duty and foreign trade – customs law and export control	Mirko Dörry
11.11.2022 (Fr)	3:00 pm – 6:15 pm	Financing foreign trade - overview	Hans-Peter Kloppe DZ Bank
12.11.2022 (Sa)	9:00 am – 12:15 pm	Formation of international contracts with examples	Hans-Peter Kloppe
12.11.2022 (Sa)	1:15 pm – 4:30 pm	Guarantees in foreign trade – introduction to Letter of Credit	Hans-Peter Kloppe

16.12.2022 (Fr) **Deadline for presentation of the research results by students/alumni**

*dinner break included

Zoom – Training Sessions: <https://zoom.us/j/98772061815>

Zoom – Project Meetings: <https://zoom.us/j/98261484002>