



TRAINING COURSE INTERNATIONAL BUSINESS & EXPORT MANAGEMENT TRAINING



small enterprise promotion + training

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UNIVERSITÄT
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Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Agenda 2025

Introduction

26.09.2025 (Fr)	03:00 pm – 03:30 pm	Official Welcome & Project Presentation	Wojciech Muras Uni Leipzig
	03:30 pm – 05:00 pm	Company Presentations	Local SMEs & Startups

Module 1: International Business Model Development Trainer

10.10.2025 (Fr)	03:00 pm – 04:30 pm 04:45 pm – 06:15 pm	International Business Model Canvas	Muhammed Barry Uni Leipzig
11.10.2025 (Sa)	03:00 pm – 04:30 pm 04:45 pm – 06:15 pm	Strategic Market and Competitors Analysis	Wojtek Muras Uni Leipzig
17.10.2025 (Fr)	03:00 pm – 04:30 pm 04:45 pm – 06:15 pm	Customer Analysis and Planning, Value Proposition	Jazmin Ponce Gomez Uni Leipzig
18.10.2025 (Sa)	09:00 am – 10:30 am 10:45 am – 12:15 pm	Market Entry and International Distribution Strategy	Gunnar Kassberg Uni Leipzig

Module 2: Market Entry Plan Trainer

24.10.2025 (Fr)	03:00 pm – 04:30 pm 04:45 pm – 06:15 pm	The Role of Culture in International Business: Focus on South America, Africa, and Asia, and Differences with Europe	Jazmin Ponce Gomez Muhammed Barry Wojciech Muras Uni Leipzig
25.10.2025 (Sa)	09:00 am – 12:15 pm 01:15 pm – 05:00 pm	International Negotiations & Influencing Interactive Workshop with Simulation Games	Dr. Franziska Frank ESMT Berlin, Freelance Expert
7.11.2025 (Fr)	03:00 pm – 04:30 pm 04:45 pm – 06:15 pm	Payment and Delivery Conditions – Incoterms 2020	Mirko Dörry Freelance Expert
8.11.2025 (Sa)	09:00 am – 12:15 pm 01:15 pm – 04:30 pm	Duty and Foreign Trade – Customs Law and Export Control	Mirko Dörry Freelance Expert
14.11.2025 (Fr)	03:00 pm – 04:30 pm 04:45 pm – 06:15 pm	Introduction to Foreign Trade* Financing Foreign Trade: Overview	Hans-Peter Kloppe DZ Bank
15.11.2025 (Sa)	09:00 am – 10:30 am 10:45 am – 12:15 pm	Formation of International Contracts with Examples* Guarantees in Foreign Trade – Introduction to Letter of Credit*	Hans-Peter Kloppe DZ Bank

19.12.2025 (Fr) **Deadline for the presentation of research results by international students and alumni**

* Sessions with Mr. Hans-Peter Kloppe will be conducted in German with English captions and slides.

