



TRAINING COURSE

INTERNATIONAL BUSINESS & EXPORT MANAGEMENT TRAINING



small enterprise promotion + training

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UNIVERSITÄT
LEIPZIG



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Agenda 2024

Introduction

11.10.2024 (Fr)	02:00 pm – 02:30 pm	Official welcome & project presentation	Wojciech Muras Uni Leipzig Participating companies
	02:30 pm – 04:00 pm	Presentation of companies	

Module 1: International Business Model Development Trainer

11.10.2024 (Fr)	04:00 pm – 6:00 pm	International Business Model Canvas	Gunnar Kassberg Uni Leipzig
12.10.2024 (Sa)	09:00 am – 10:30 am 10:45 am – 12:15 pm	Strategic Market and Competitors Analysis	Wojtek Muras Uni Leipzig
18.10.2024 (Fr)	03:00 pm – 04:30 pm 04:45 pm – 06:15 pm	Customer Analysis and Planning, Value Proposition	Jazmin Ponce Gomez Uni Leipzig
19.10.2024 (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

25.10.2024 (Fr)	03:00 pm – 4:30 pm 04:45 pm – 6:15 pm	Role of culture in international business. Focus on South America, Africa & Asia. Differences to Europe	Jazmin Ponce Gomez Muhammed Barry Wojciech Muras Uni Leipzig
26.10.2024 (Sa)	09:00 am – 10:30 am 10:45 am – 12:15 pm 01:15 pm – 02:45 pm 03:00 pm – 04:30 pm	International negotiation & influencing* Interactive workshop with simulation games	Dr. Franziska Frank ESMT Berlin, Freelance Expert
8.11.2024 (Fr)	03:00 pm – 04:30 pm 04:45 pm – 06:15 pm	Payment and delivery conditions – Incoterms 2020	Mirko Dörny Freelance Expert
9.11.2024 (Sa)	09:00 am – 10:30 am 10:45 am – 12:15 pm 01:15 pm – 02:45 pm 03:00 pm – 04:30 pm	Duty and foreign trade – customs law and export control	Mirko Dörny Freelance Expert
15.11.2024 (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
16.11.2024 (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
20.12.2024 (Fr)		Deadline for presentation of the research results by students/alumni	Course Participants

*The session will be conducted only onsite in the SEPT conference room at Ritterstr. 9-13, 04109 Leipzig

**The sessions with Mr. Hans-Peter Kloppe will be conducted in German language with English slides

