



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 Thursday 31 January 2019

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, with 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 \$1,000 (GST incl.) per business with 75% (\$750) invoiced upon registration.

An early bird rate of total \$750 is available for businesses who register before Friday 30 November 2018.

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 Friday 7 December 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



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Regional Council

