

WORKSHOP ON EXPORT MARKETING: Digital Media, Traditional Tools & Research Techniques

Key Business Benefits for Exporting Firms:

1. Extend your range of tools for Export Marketing and develop ability to form an ideal mix of available media/techniques that suits your product range and industry
2. Build your brand and global image through digital media & effective participation in trade fairs
3. Challenge your current export-orientation and approach towards export marketing
4. Ability to undertake systematic/detailed yet simple international marketing research
5. Roadmap and clarity on developing/executing Business Plans & Export Strategies
6. Ensure sustainable revenue streams from overseas markets and international distributors
7. Exchange of valuable learning and leads from other participants and exporting firms



Course Director:

Muhammad Asadullah
Export Marketing Expert



Chief Guest:

Tariq Ikram (SI)
Former Minister of State &
Chief Executive Trade Development
Authority of Pakistan



Guest Speaker

Hussan Rasool
International Business Expert

Who Should Attend:

- Managers, Departmental Heads and Executives of established and leading exporters
- Entrepreneurs/Owners interested to learn Digital Tools & Traditional Techniques
- SMEs - Small & Medium Enterprises facing difficulties in competing globally
- Staff of Business Support Organizations and Trade Bodies (Chambers & Associations)
- Government Officials facilitating exporters and responsible for Export Promotion
- Any individual who wants to learn Export Marketing Tools & Latest Techniques

Print Media Partner

**BUSINESS
RECORDER**

Business Magazine Partner

Profit

International Partner

SIMFOTIX
Connect and Grow

Course Overview:

Internet, digital media, free trade movements and advancement in logistics (supply chain mechanisms) have given further stimulus to globalization and today international trade constitutes as much as 45-50% of the global economy. As per ITC's trade statistics for 2018: India, Vietnam and Thailand contribute to 1.7%, 1.5% and 1.3% of global exports respectively. It is unfortunate that Pakistan's share is meagre 0.1% of global exports (US\$19.35 trillion as per ITC's exports value for 2018). China is close to 13% of world's exports.

A few reasons due to which Pakistani exporting companies have not been able grow in global village are lack of research-orientation, minimum usage of digital tools (Google & LinkedIn), insufficient marketing budgets and unplanned participation in trade exhibitions. For the time being let's not argue on how effective has been our Government's Trade Policy/Diplomacy and where do we rank in ease of doing business index. It is a fact that because of non-governmental and non-political reasons like lack of focus and export-orientation our exporting firms have lost tremendous opportunities. Despite the fact that other regional exporting nations have also faced multitude of similar problems their exports have grown by leaps and bounds while Pakistan's total exports have remained stagnant at US\$20-25 Billion level. **In last ten years Bangladesh has grown from less than US\$20 billion to US\$43 billion annually.**

TerraBiz has engaged export experts and come up with a purpose-built workshop on Export Marketing. The idea of holding this workshop is to present solutions of pressing problems and challenges faced by exporters. This workshop will be surely a paradigm-shift for experienced exporters and kick-start for struggling ones.

Course Agenda:

Conceptualizing Export Marketing Mix

- Overview of available online tools and DMM (Digital Media Marketing)
- Traditional/Offline Tools still effective and applicable for Export Marketing
- Bifurcation of Efforts and Spend between Online and Traditional Tools
- Case Study: Revamping Export Strategy on basis of research and being successful (A brief coverage of a Pakistani exporting firm that launched wrong products in Europe and failed. Once the same firm did marketing research and made another attempt with right Marketing Mix then succeeded and developed inroads)

Researching Global Markets through Online Tools

- Overview of HS Codes (Nomenclature of International Trade Statistics)
- Overview of Four Online Market Analysis Tools of ITC (www.intracen.org)
- TradeMap as the most efficient and free research tool for Exporters
- How to develop Export Marketing Strategy & Country Business Plans

Incorporating Digital Media into Marketing Strategy

- Impact of Big Four (Google, Amazon, Facebook & Apple) on Globalization
- Website as the first and most important tool for International Business
- Google's Products & Services (Analytics, YouTube, Adwords & Search Engine)
- Using LinkedIn for Professional Networking, Business & Export Marketing

Trade Exhibitions as a Core Traditional Marketing Tool

- Services of TDAP, Chambers and Pakistan's Commercial Sections abroad
- Auma's Online ToolBox for calculating ROI of Trade Exhibitions/Fairs
- Goal Setting & TimeLine to be followed for participation in Trade Fairs
- Review/discussion on a list of 100 exhibitions relevant for Pakistani Exporters



Industries to Attend:

The generic nature of this workshop is equally and perfectly applicable to a wide range of export-oriented business sector like:

Building Materials - Steel, Cement & Cables
Food Products - Spices, Biscuits & Confectionary
Rice & Agricultural Products - Fruits & Vegetables
Leather Products, Pharmaceuticals & Chemicals
Textiles - Home Textiles, Clothing, Towels & Denim
All FMCG & Industrial and Engineering Products

Business Support Organizations

Detailed briefings on working and services (complimentary & paid) offered by local and global business support organizations:

- ITC - International Trade Center (www.intracen.org)
- CBI - Center for Promotion of Exports (www.cbi.eu)
- TDAP - Trade Development Authority of Pakistan (www.tdap.gov.pk)
- FPCCI – Federation of Pakistan Chambers of Commerce & Industry
- SMEDA – Small & Medium Enterprises Development Authority
- WTO - World Trade Organization (www.wto.org)
- UNCTAD - United Nations Conference on Trade & Development (www.unctad.org)



Course Director/Facilitator:

Muhammad Asadullah is a professional marketer and export marketing expert. He has gained over 15 years of specialized export experience, developed within blue-chip companies (annual export portfolios/turnovers over US\$150 million), an international assignment based out of RAK-UAE and TDAP (Trade Development Authority of Pakistan). He has got diversified industry-exposure, thorough familiarization of digital media and hands on experience of developing/executing export marketing strategies ranging from start-ups to Pakistan's top 10 exporting firms. For business development, exhibiting in trade fairs and as speaker at global conferences he has travelled to Turkey, Singapore, Kenya, Qatar, Sri Lanka, Thailand, Oman, Iran, Tanzania, UAE, Jordan and Kingdom of Saudi Arabia.

For over a decade, Asadullah has been regularly conducting in-house training programs and public workshops as well as teaching as visiting faculty on export/trade related subjects. His way of facilitating workshops is interactive participation, case studies, sharing practical experiences and engaging audience with real-life examples. He has an MBA – Marketing degree from IBA. Complete profile and further details of work can be viewed at his LinkedIn Profile: <https://www.linkedin.com/in/muhammad-asadullah79/>

Pedagogy and Workshop Methodology:

Highly interactive/energized sessions, PowerPoint Presentations, Q&A (Questions & Answers), Practical Examples & Case Studies and last but not the least; Lunch and tea-breaks provide good opportunity to network/interact with participants from diversified industries and exporting firms.

REGISTRATION DETAILS

Regular Tuition Fee: Rs. 21,000 per participant

Group Discount: 10% Discount on 2 or more nominations from the same organization

Includes courseware, TerraBiz certificate, lunch, refreshments, and business networking

For registration(s), send us your **Name, Designation, Organization, Mobile, E-Mail** and **Postal Address** to register@terrabilizgroup.com

For further information please contact **Mohammad Phaysal**
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Terrabiliz Cancellation Policy:

For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at anytime.