



Online Workshop on New Export Market Development & Communication



The workshop on Finding Genuine Exports Buyers

The workshop is designed for busy entrepreneurs and executives to focus on the skill set of finding genuine export buyers in foreign markets. It also guides the participants on the communication skills to convert a business enquiry into business

Who are the right participants?

This course is designed for entrepreneurs who wish to take their business to foreign shores and wants a firsthand experience and knowledge of finding new buyers from foreign countries. It is also super helpful for Export Import Managers or employees who would like to make progress in their careers by adding new skills for their growth in international business. Participants like auditors, CHAs, freight forwarders, and trade lawyers would also benefit by attending this program

Workshop structure

The course comprises of seven distinct lessons specially designed to cover the overview of the export markets to start your own export business. It helps you to learn about product selection, identification of a market place and the shares the skills to find genuine buyers. It also shares details how to communicate with your buyers to convert enquiry into business.



80% of our students will acquire skills and knowledge to identify new foreign customers for their identified products and effectively communicate with them.



COURSES

- ✓ Overview of Export Markets
- ✓ Start your own export business
- ✓ Importance of correct product selection
- ✓ Identification of a market place for your products
- ✓ Identification of genuine buyers
- ✓ Export market Communication
- ✓ Assessment of your exports readiness



Why choose eximguild.com?

Eximguild.com is a unique platform for students and entrepreneurs of Micro, Small and Medium Enterprises to enable them learn the skills in their native language and help them navigate through complexities of foreign trade. This will help the community to support development of their local economy by leveraging global demand. The certification courses may help you to avoid costly mistakes by identifying risk and mitigate it. It also improves your understanding of the international trends and business communications to improve your skills in negotiation to be an improved leader.

The programs have been designed in an easy, step-by-step process to help participants gain from practical on-field knowledge and adapt to best practices from experts. This gives the participants an edge to gain first-hand knowledge and be successful in the real world of foreign trade.

What's included in the workshop?

- The soft copies of the course materials to participate in the workshop
- Interactive learning session with live practical classes
- Assessment questions to easily understand the course

Stop expensive mistakes. Take advantage of the export-import business course from Exim Guild. The course is designed to adapt the dynamic international business environment and share the process in an easy learning platform to fulfill your needs and make you successful

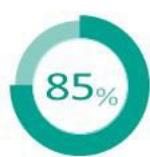
Indrajit Banerjee
Director, Exim guild
Export Import Business Expert and Guide



About eximguild.com



"The course was conducted in a professional and enthusiastic manner and its content is applicable to global business."



What are people saying about Exim Guild
85% of respondents will mention that the certification is industry friendly and helped them to grow in export import business

Participant feedback



Eximguild.com programs are designed by experienced Export Import business leaders with a professional or Master degree with minimum 20 plus years of experience. The curriculum is inspired by certification course of Internationally reputed Universities and Organizations. The Consulting and pre-shipment Verification are powered by retired senior employees of Government of India organizations and multi-national organizations. The guiding leadership principles are

1. **Passion for students' skill development:** Committed to understand the current needs of Foreign Trade and work backwards to share with the students rather than focus on competition
2. **Commitment to quality on lectures and practical:** Continuously raise the bar to deliver best quality product and services
3. **Win the trust of the students and community:** Obtain feedback from students and faculty post each lecture session. Benchmark against the best objectives and continuously meet it.
4. **Hire only the best talent:** Identify people with exceptional quality and provide them with the environment to thrive which would reflect in the improvement of classroom lectures and operational excellence across the organization.