

New York, Paris – Beijing?

Are you already successful in New Zealand and are now keen to look offshore for new markets and further growth? How do you find the right partners? How do you get started in a new market? How do you know your product will be competitive?



• Learn • Apply • Change • Grow



➔ What will I learn?

- That you are exploring exporting for the right reasons
- How to find the right support and understand which markets are suited to your business
- An outline of the steps required to become export capable
- What not to do – from other exporters' experience
- Where to source vital information that can make the difference between success and failure

➔ Content

- Are you exploring exporting for the right reasons
- NZ export success stories
- Taking the steps required to become export capable
- An overview of the export process and what's involved
- Identify the critical success factors for export

➔ Personal Development

Key skills that are developed during this course include:

- Improved decision making skills
- Improved strategic thinking skills

➔ Who Should Attend

Owners and Directors of businesses who are already successfully trading in New Zealand and are considering off shore markets to grow their business.