



## Core Export Knowledge Workshops

Addressing key issues in exporting

January 2007

### Introduction

Core Export Knowledge workshops are targeted towards senior personnel involved in exporting, for example owner managers or commercial directors of larger companies.

The workshops' focus is strategic, and complementary to our Essential Export Skills workshops which address operational export issues.

### How will they help me?

The workshops address skills gaps across all strategic export roles from sales professionals and export marketing executives to administration staff.

The Core Export Knowledge workshops will help you to:

- understand the key success factors and risks in exporting;
- become more focused and more confident when making export decisions;
- develop a practical export marketing plan as a fresh impetus for export growth; and
- share the experiences with other exporters.

### How do they work?

Each workshop builds on the content of the previous one. We strongly recommend that delegates attend the full programme of three workshops.

The three one-day workshops each deal with a core exporting topic. During the workshops, you will learn key points through a combination of core

theory, worked case studies and practical examples of how small and medium sized businesses have addressed exporting problems.

You are encouraged to raise the specific exporting problems and issues your business has for discussion within the workshops.

The three workshops are:

#### Targeting Your Export Markets

Exporters will analyse their business' potential and readiness, learn the key elements of successful exporting and gain the knowledge to take a planned strategic approach to marketing.

#### Researching Your Export Markets

This workshop highlights the importance of effective market research and identifies essential sources of information and how to access them.

#### Developing Your Export Markets

The workshop provides the know-how to develop a practical and realistic marketing plan based on a clearly identified competitive advantage.

### How much will they cost?

Individual workshops cost £50 per person per training day.

### Who is eligible?

Core Export Knowledge workshops are open to export-focused businesses, from any sector, involved in manufacturing or tradeable services.

You do not need to be an Invest NI client to participate.



No more than two delegates from a business can attend each workshop. You can book and pay for the workshops on our website

[www.investni.com/exportworkshops](http://www.investni.com/exportworkshops)

## Becoming an Invest NI client

To qualify as an Invest NI client company your business must meet certain criteria.

You should typically be from the manufacturing or international tradeable sectors and be able to demonstrate that currently, or over the next three years, your business will have:

- total sales of over £100,000 a year;
- sales outside Northern Ireland of greater than 25 per cent of turnover or greater than £250,000 a year; and
- the capability and willingness to work with Invest NI.

If you are not an Invest NI client, but can satisfy the above criteria and would like to become one, please contact the Invest NI office in your area.

Full details can be found at [www.investni.com](http://www.investni.com).

## Contact

Christine Browne  
Trade Development Services  
Invest Northern Ireland  
Bedford Square  
Bedford Street  
Belfast BT2 7ES

T: 028 9069 8034

E: [christine.browne@investni.com](mailto:christine.browne@investni.com)

If you are an Invest NI client you may also contact your Client Executive if you feel your business will benefit from this service.

## [nibusinessinfo.co.uk](http://nibusinessinfo.co.uk)

Invest NI has launched a new online information and support facility, **nibusinessinfo.co.uk**

This web site provides all Northern Ireland businesses and entrepreneurs with free access to an extensive source of essential business information.

**nibusinessinfo.co.uk** provides 24x7 advice, information, guidance and signposting, with over 5,000 fact sheets and over 70 interactive tools on offer. Every aspect of setting up and running a business is covered, from the earliest days of developing a business idea to the legal issues involved in selling a business concern.

**nibusinessinfo.co.uk** also features case studies showing how local businesses have handled particular business challenges.

**nibusinessinfo.co.uk** provides you with a single point of access for all your business information needs, freeing up time for to concentrate on running operations.