**Workshop on**

**Export Marketing: Manufacturing Locally; Competing Globally**

**MADE IN PAKISTAN**

**OVERVIEW**

International Trade has been growing steadily and trade barriers have been declining continuously. This is indeed an opportunity for Pakistani Exporters to increase their shares in world export. Business development in international markets requires sound knowledge of the core concepts as well as know-how of the ever changing dynamics of global marketplace. Participants will be well-equipped with an in-depth discussion of Export Marketing Plan in detail. Participants will be given practical demonstration of few best online research tools.

**LEARNING OUTCOMES**

- Understanding of standards (QMS & EMS), impact of WTO & ISO, Incoterms, HS Codes, role of Trade Bodies with special emphasis that how Government and Business Support Organizations like TDAP and FPCCI are trying to assist exporters regional trade opportunities and potential of emerging markets.
- Understanding of Export related topics and role of Chambers and Associations will ensure success in today’s extremely competitive global environment.
- Exposure to ISO, QMS, EMS, WTO and their role and impact will enable pragmatic planning and strategy development.
- Conduct International Marketing Research independently using online sources and Business Support Organization databases.

The workshop will make sure that every single participant develops the core competencies required to prepare Export Marketing Plan and its respective execution.

**WHO SHOULD ATTEND**

- Managers/Executives working in Export Marketing Dept. of export-oriented companies;
- Entrepreneurs desirous to start export;
- Export Consultants and Exporters’ Agents;
- Industry facilitators (Chambers & Business Associations);
- Government Officials dealing with exports

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**TOPICS COVERED**

- Difference b/w Export Marketing & International Marketing?
- Top Export Markets & Export Products of Pakistan
- Role of Govt., TPO, Trade Bodies and Commercial Sections in Embassies
- Export Documentation, Incoterms 2010, Harmonized System Codes
- What is ISO? What is importance of QMS & EMS Certifications?
- What is WTO? What is its impact on Global Trade?
- Role of Exhibitions in Export Marketing
- Trade Technicalities (GSP, TBTs, FTAs & Anti-dumping, ADs & CVDs)
- Benefits for exporters e.g. Rebates & Subsidies
- International Marketing Research & Online Tools

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**FACULTY**

**Mr. Mirza Samar Abbas** comes with over 15 years of sales and marketing experience in diverse sectors including; steel, Textile, IT and Healthcare in small startup to fortune 500 firms, he has formulated policies, planned and executed strategies, developed market opportunities and managed resources to produce profitable growth at both national and international level in highly competitive environment. Apart from MBA (International Business) from IBA, he also holds MS (Marketing & Operations) from IAE France. Currently he is heading International Sales Division of the largest steel exporter in Pakistan. He is a visiting faculty and frequent guest speaker on management related topics in various reputed universities.

**Mr. M. Asadullah** is an ambitious professional with over 11 years of experience in export marketing, international sales and exhibitions management. Currently he is Manager Export Marketing at the largest cement manufacturer and exporter in Pakistan. For speaking at large events he has been to Singapore, Sri Lanka, UAE and Iran. He has got firsthand knowledge of emerging markets especially GCC, Africa and South Asia. He is Member Executive Committee of Organization of Pakistani Entrepreneurs – Karachi Chapter. He is also member of IBA Alumni Association and Marketing Association of Pakistan. Asadullah has conducted and facilitated numerous trainings and workshops at IBA other business institutes. As a visiting faculty he has taught International Trade, Marketing Management, International Business and Export Marketing. Earlier in his career, Asadullah has also worked for Attock Cement, Trade Development Authority of Pakistan and FIRMS (USAID Project).

**WORKSHOP FEES**

PKR 20,000/participant

Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments, Group Photograph & Business Networking.

**Discount Policy**

*10% Discount for 2 or more than 2 participants from the same organization

**FOR REGISTRATION:**

Tel: (0213) 8104700 (Ext: 1804, 1805, 1806)
Email: ceeinfo@iba.edu.pk
Fax: (0213) 8103008
Address: CEE, Institute of Business Administration, City Campus: Garden/Kayani Shaheed Road, Karachi – 74400.
Website: www.iba.edu.pk