

Export Growth Strategy & Planning Training for Small and Medium Enterprises – First Time Exporters

19-21 June 2017, Kyiv

Export Growth Strategy & Planning for Small and Medium Enterprises is a three day training workshop specifically designed to challenge and kick-start ‘first time’ exporters on their export journey. Training will be held in Kyiv on 19-21 June 2017 at Kyiv Chamber of Commerce and Industry (55, B. Khmelnytskoho Str.).

The strategic decision to grow your business through export markets is an important milestone for most companies and one that requires reflection, evaluation and planning. It is important that companies have ambitions to their business in export markets but unplanned and unstructured ventures into exporting can be costly and potentially damaging to your business in the long-term.

This course is designed to challenge you as a ‘first time’ exporter to ensure that exporting is right for you and is aligned to your overall business growth strategy.

During the course we will:

- Challenge your motivations and strategy for entering export markets and begin the journey by understanding and acting on the importance of adequate market research;
- Examine the different routes to market and managing channel partners in an international business environment;
- Focus on your Value Proposition; how you will compete in export markets and the international buyer-seller relationship in rapidly changing markets;
- Help you develop an appreciation of the importance of ‘culture’ to succeed in export markets and its relevance to long-term business relationships;
- Finally, we will challenge you to ensure your business is ‘Export Ready’ from a practical perspective.



The output from this course will help you develop an [Export Growth Strategy](#) and an [Export Growth Action Plan](#).

The course also includes a **90-minute one-to-one follow-up mentoring session** to assist you and your team with the implementation of your export growth strategy and action plans.

The course is highly interactive and discussion based, with a focus on practical tools to be applied to your business. Each section will comprise of a mix of information delivery and practical exercises to help delegates to develop both an export growth strategy and action plan that is aligned to their business strategy and objectives.



The training course fee is UAH 4,260 and the course will be delivered in English. The price includes training hand-out materials, refreshments and a follow-up consulting / coaching provided two months after the course.

To participate please fill out the online application form by clicking on the link <https://form.jotformeu.com/UkraineBSCnetwork/Kyiv-training-06-2017> by COB 02 June, 2017. Please note that number of participants is limited.

Know your trainer



The course will be delivered by Roddy Feely, Director of Strategy Crowd. Strategy Crowd is an Irish based international consultancy that works with SMEs and start-ups to develop their international sales and business growth strategies.

Roddy Feely is a multi-disciplinary professional with 24 year's industry experience having held senior management positions in Sales & Marketing, Operations, General Management and Strategy Development. He has worked for both large multi-nationals and SMEs in the FMCG, Luxury Goods, Food Ingredients and Agriculture industries – companies such as Glanbia; Irish Dairy Board (Ornua); Waterford Crystal; Greencore Plc and Richard Keenan Ltd.

He has lived and worked overseas for 10 years and has spent his entire professional career working in international markets as diverse as North America, Caribbean, Europe, Russia, Australia, Japan and the Middle East. Since becoming a business consultant in 2012, Roddy has focused on working directly with Senior Management teams to facilitate and implement the development of business strategy and international sales growth plans.

Roddy takes a practical approach, built on his export experience, with an aim to both coach and improve the competencies of the management team to develop and implement a strategy and international business growth plan. Roddy works across a number of industry sectors including food and drink, construction, engineering, agricultural machinery, agri-tech, animal nutrition.

He is a Certified Management Consultant (CMC) and works as a business advisor and trainer for Enterprise Ireland (Ireland's state agency tasked with assisting Irish companies grow in export markets). Roddy has delivered Export and International Marketing courses for the United Nations and works regularly on Enterprise Ireland sponsored programmes as a business advisor such as International Selling Programme and Go Global4Growth. Roddy is a registered Business Advisor on EBRD's panel of expert international commercial advisors.

For additional inquiries on application process please send e-mail to feofanova@kiev-chamber.org.ua or call at 044-235-82-96.

