

REGISTRATION FORM

Name of Workshop: _____

Date of Workshop: _____

Organization: _____

Business Address:

Business Telephone: _____

Fax: _____

Company E-Mail: _____

Number of Participants: _____

We wish to register the mentioned delegate/s for the workshop.

Payment Method: Cheque Pay Order Bank Draft

Cheque #: _____ Amount: _____

Name of the Sponsoring Official: _____

Signature of the Sponsoring Official: _____

Date: _____

Please return the completed form to Coordinator, IBA Center of Executive Education, Garden/Kayani Shaheed Road, Karachi along with a Cheque/Pay Order drawn in the name of Institute of Business Administration (cash payment is not accepted). The nomination form can be faxed to 021- 99215528 or e-mailed to: smuhammad@iba.edu.pk

Participants' Details:

- 1) Name: _____
Department: _____
Designation: _____
Mobile Number: _____
Email Address: _____
- 2) Name: _____
Department: _____
Designation: _____
Mobile Number: _____
Email Address: _____
- 3) Name: _____
Department: _____
Designation: _____
Mobile Number: _____
Email Address: _____
- 4) Name: _____
Department: _____
Designation: _____
Mobile Number: _____
Email Address: _____

For added participants kindly copy this form.

Please note: Participation will be confirmed on receipt of registration fee.

WORKSHOP ON EXPORT MARKETING

MANUFACTURING LOCALLY : COMPETING GLOBALLY

Saturday, 5th Feb 2011

9:00am to 5:00pm

Center for Executive Education, IBA



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



WORKSHOP ON EXPORT MARKETING, MANUFACTURING LOCALLY: COMPETING GLOBALLY

5th Feb 2011 | 9:00 am to 5:00 pm

Trainer's Profile

- **Mirza Samar Abbas** has 13 years of international sales & marketing experience in diverse sectors including; Steel, Textile, IT, & Healthcare with Fortune 500s firms. A part form MBA (International Business) from IBA, he also holds MS (Marketing & Operations) form IAE France. Currently he is heading International Sales Division of International Industries Limited. He has attended numerous local and international training & seminar. He has traveled through-out the world and frequently visits Afghanistan, Sri Lanka, Middle East and Europe for business development. He is Polyglot and can speak English, French, Persian and Urdu fluently.
- **M. Asadullah** has 10 years of hands-on experience in core Export Marketing and Trade Development. In his career he has worked in Textile Sector, Axact, Attock Cement & Trade Development Authority of Pakistan. Currently he is Manager Export Marketing at Lucky Cement Ltd, which is the largest cement Manufacturer & Exporter of Pakistan. He is MBA Marketing (IBA) & M.A. Economics. He is an active member of Marketing Association of Pakistan and well-connected with commercial sections in Karachi as well as abroad. He is a visiting faculty and frequent guest speaker on Exports related topics at IBA, ICMAP, CBM, Bahria University, MAJU, KIET and other institutes. He has also worked as a BDS Specialist on a USAID Project focusing on Exports Promotion. He is fluent in five languages.

Course Overview

International Trade has been growing steadily and trade barriers have been declining continuously. This is indeed an opportunity for SMEs as well as established Exporters in Pakistan to increase their respective shares in Global Markets. Business expansion in foreign markets requires comprehensive knowledge of the main topics and concepts that have direct linkage with Exports. Participants will be equipped with a sound understanding of Export Documentation, impact of WTO & ISO, QMS & EMS, 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. An Export Marketing Planning exercise will be conducted towards the conclusion of the session.

Topics

- What is Exporting? What is Export Marketing?
- Difference b/w Export Marketing & International Marketing?
- Top Export Markets & Export Products of Pakistan
- Role of Trade Promotion Organizations, Chambers, Association and Commercial Sections (Local & Abroad)
- 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
- Understanding Trade Technicalities (GSP, TBTs, FTAs)
- Regulatory framework and trade policy mechanism in Pakistan
- Role of Ministry of Commerce, TDAP, SBP, FBR
- Benefits for exporters e.g. Rebates & Subsidies
- International Marketing Research & utilization internet for secondary research
- Preparation of Export Marketing Plan

How will you (participant) benefit?

A sound 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. Participants will be able to 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?

Small & Medium Exporters; Executives working in Export Marketing Dept of large exporters; Entrepreneurs desirous to start export; Export Consultants and Exporters' Agents; Industry facilitators (Chambers & Business Associations); Officials in Government dealing with exports



WORKSHOP ON EXPORT MARKETING, MANUFACTURING LOCALLY: COMPETING GLOBALLY

5th Feb 2011 | 9:00 am to 5:00 pm

Agenda

- Session I: Introduction to Export Marketing?
Role of TPOs & Trade Bodies
- Session II: Export Documentation
Incoterms 2010
H.S. Codes, ISO, WTO
- Session III: International Marketing Research
Using online databases like trademap.org
- Session IV: Export Marketing Plan

Speech by Chief Guest and Certificate Distribution

IBA CEE

CEE aims to give organizations their competitive edge by developing their most important resource- PEOPLE. It is the hub for enhancing organizational efficiencies through training professionals in a wide range of disciplines. The program offered aim to enhance productivity, develop strategic thinking and personal development. CEE specializes in executive education and management development activities through open- enrollment courses, client specific customized programs.

List of Clients includes:

- Askari bank, EOBI, FBR, Government of Sindh, Pakistan Armed Forces, Pakistan Customs, PIA, SECP, TDAP
- Atlas Group,
- Sanofi Aventis,
- Abbott Lab



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Registration Note

Participants will be confirmed subject to receipt of payment.
For any substitute please notify us in writing at least 3 days prior to the event. All cancellation must send in written 5 days prior to the workshop (or no refund), and 10% cancellation fee will be charged.
Workshop fees must be paid in Full. If you have paid the fees in full and wish to attend any other workshop from CEE within 6 months of the initial registration, you will be invoiced for 10% of that workshop fee. In the event of unforeseen circumstance, CEE@IBA reserve the right to cancel or postponed the event.

Workshop Fees, Per Participant

Rs. 12,000/-

- *10% Discount for 2 or more than 2 participants
- **15% Discount for 5 or more than 5 participants

Includes Course material, IBA Workshop Certificate, Lunch, Refreshments & Business networking

Send your cheque in favor of "Institute of Business Administration, Karachi" to Sumera Muhammad, Center for Executive Education, Institute of Business Administration, City Campus: Garden/ Kayani Shaheed Road, Karachi – 74400.

UAN (021) 111-677-677 Ext 1231 Direct: (021) 99215535

For Registration Contact **Sumera Muhammad**
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