



Export Market Planning Workshop

Planning your strategy is critical to the success or failure of your export business

It is a well known fact that those businesses that don't plan can lose more than just their market share and struggle to grow their businesses. Imagine then, if you were offered an opportunity in an overseas market and unable to capitalise on it because you are unsure of your resources both human and financial to manage this growth as you have no Plan in place. The well known cliché "failing to plan is planning to fail" is very true especially when it comes to exporting.

Melbourne's West Export Network, VECCI & the Brimbank City Council are offering companies in the region an opportunity to attend this free half day workshop to better understand the export planning process step by step.

Topic will include:

- Export Readiness
- Why a SWOT Analysis
- Importance of Market Research and Analysis
- Setting Objectives
- Putting Strategies in place
- Outlining an Action Plan

Facilitator

The workshop will be facilitated by Geeta Heffernan, International Business Development Manager, VECCI. Geeta Heffernan has been assisting Small and Medium sized businesses access export opportunities in various markets through proper planning and at the session, Geeta will take you through the process to assist you develop your own export strategy to become a sustainable exporter.

Limited places (20 only) - register now

Don't miss your chance to develop your export plan!

To Register [click here](#)

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Conference Room, Brimbank Council Office, cnr Old Calder Highway and Borrell Street, Keilor 3036.

9:00am – 1:00pm
Wed, 28 October 2009

Melway Map 14 H5 – free parking available in front of council office or on Borrell Street

Cost

This event is free

Morning tea/coffee & a light lunch will be provided.

Who should attend?

If you are new to exporting or already exporting but do not yet have an export plan

Don't miss out

Export efforts are more likely to succeed if they are supported by a well thought out and planned strategy. Attend the session and begin to develop your export plan or update an existing plan.