MARKETING STRATEGY FOR INTERNATIONAL BUSINESS

In collaboration with Chapter One

This seminar will focus on exploring international business opportunities (Marketing, Procedures & Documentation) and marketing strategy that stimulates proactive behavior in order to achieve greater goals. It is to equip you with knowledge and skills that will enable you to design market entry and operational strategies in international markets and expose you to the concepts, theories, and risks underlying international marketing operations. The course will therefore address the basic issues that are necessary in developing international marketing strategies.

OBJECTIVES

- Provide orientation on emerging markets and new market opportunities
- Offer business insights into particular markets where your product is fairly new
- Understand the import export procedures and importance of marketing abroad
- Learn the environment of international marketing and how decisions are made

WHO SHOULD ATTEND

All personnel involved in areas of exporting, marketing and sales.

SPEAKER'S PROFILE

Dr Steven Liew is a fellow member of the Chartered Institute of Management Accountants, UK and a Chartered Accountant by profession. He has a Asia Pacific Executive MBA from the National University of Singapore and a PhD in international finance with Rushmore University of USA.

Date: 30 September 2014
Time: 8.30 am - 5.00 pm
Venue:
MREPC Multi Purpose Hall
Block 2A, Level 13A-1
Plaza Sentral Jalan
Stesen Sentral 5
50470 Kuala Lumpur

PROGRAMME

8.30am Registration	1.00pm Lunch
9.00am • Theories of International Market	2.00pm • Foreign Market Entry Strategies
• The Environment of International Marketing	• Planning & Control of International Marketing
• Marketing Research and Information in International Marketing	5.00pm Q&A Session

Fee RM50

Go Green, Go PaperLESS

For more enquiries please contact (mala@mrepc.com) at 03-2780 5888

Please visit our website www.mrepc.com for online registration