

## Better international development: risks, issues and strategies



IE-17 2 Days (14 Hours)

### Description

To succeed internationally, it is essential to take into account the geopolitical and cultural environments of the target country. This internship will teach you the techniques and tools to develop your implementation strategy and succeed in your communication on external markets.

### Who is this training for ?

#### For whom

Managers, international managers, employees in contact with sales teams abroad, project managers and business leaders.

#### Prerequisites

Aucune

### Training objectives

- Evaluate the risks inherent to international development
- Learn the tools and techniques to develop an international implementation strategy
- Know how to manage the media and the international advertising concept

### Training program

#### Introduction

- Why expand internationally? Is it a necessity for businesses? Are there any risks?

#### L'environnement géopolitique

- The major global business trends.
- Stability, risks and trends.
- Geopolitical and macro-economic rating: Mapping and rating agencies.
- International legal, logistical and customs environment and constraints.

## L'environnement culturel

- Cultural differences in the business world.
- Mapping cultural differences.
- What impact on negotiations? Should management be adapted? How should the contractualization correspond to the context.
- Exercise: Simulation of a negotiation with a Chinese importer.

## Stratégies d'implantation à l'international

- The product.
- Technical adaptation of the product.
- The art of adapting the marketing of the product.
- The export price.
- How to calculate an export price.
- Know how to define and present an export price.
- Exercise: Defining the price of simulation software.

## La communication sur les marchés extérieurs

- Manage the media and the international advertising concept.
- Vectors of communication outside the media: Public relations, social networks, trade shows and events.
- Feedback from successful experience: Public relations of an exporting and innovative company.
- The specificities of distribution channels on foreign markets.
- Direct sales, the agent, the 'business provider'.
- The distributor, the importer.
- The subsidiary, the joint venture.
- Other forms of establishment.

## Le business plan du développement international

- Objectives and content of a business plan.
- What elements should be included in an International Business Plan? The economic model, competition.
- What are the conditions for the success of an international business plan.
- Conclusions.
- Exercise: Constructing a business plan.