



SM117: Exposure to Other Markets: International Market Expansion and Global Business Development

Training Description:

In today's highly interconnected global economy, organizations seeking sustainable growth must understand how to identify, evaluate, and successfully enter new domestic and international markets. Exposure to other markets enables professionals to recognize emerging business opportunities, understand customer preferences across different regions, adapt products and services to local requirements, and develop competitive market entry strategies.

This intensive training course provides participants with practical knowledge and strategic tools for assessing market potential, analyzing global business environments, understanding cultural and regulatory differences, managing international partnerships and minimizing risks associated with market expansion. Through case studies, market analysis exercises, group discussions and strategic planning workshops, participants will develop the competencies required to support business growth across diverse markets.

The training course combines strategic thinking with practical implementation, enabling participants to make informed decisions when exploring regional and international business opportunities.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand global and regional market dynamics
- ✓ Identify attractive market opportunities using market intelligence tools
- ✓ Analyze political, economic, legal, social, and technological factors affecting new markets
- ✓ Evaluate customer behavior and purchasing trends across different regions
- ✓ Develop effective market entry and expansion strategies
- ✓ Understand international trade regulations and compliance requirements
- ✓ Build strategic partnerships in foreign markets
- ✓ Manage cultural differences during international business engagements
- ✓ Identify and mitigate risks associated with market expansion
- ✓ Develop an actionable market expansion plan for their organization

Expected Learning Outcomes:

- ✓ Evaluate new market opportunities systematically
- ✓ Conduct effective market and competitive analyses
- ✓ Develop practical market entry strategies
- ✓ Navigate international regulatory and cultural environments
- ✓ Build successful cross-border business relationships
- ✓ Manage risks associated with market expansion
- ✓ Create a structured and actionable market expansion plan aligned with organizational objectives

Training Designed for:

This training course is intended for Business Development Managers, Marketing Managers, Sales Managers, Export and Import Professionals, Commercial Managers, Strategy Managers, Entrepreneurs and Business Owners, Country Managers, Supply Chain and Procurement Professionals, Product Managers, International Trade Professionals, Senior Executives involved in business expansion, Government officers promoting trade and investment and Professionals responsible for market research and strategic planning.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

UNDERSTANDING GLOBAL MARKETS AND IDENTIFYING OPPORTUNITIES

- ❖ **Module 1: Introduction to Global Market Expansion**
 - Why businesses expand into new markets
 - Globalization and international business trends
 - Regional vs international expansion
 - Benefits and challenges of entering new markets
- ❖ **Module 2: Understanding Market Dynamics**
 - Global economic trends
 - Emerging markets
 - Industry growth analysis
 - Competitive landscape assessment
- ❖ **Module 3: Market Research Fundamentals**
 - Primary and secondary research
 - Sources of market intelligence
 - Customer segmentation
 - Demand forecasting
- ❖ **Exercise:**
 - Identifying promising markets using market data

DAY TWO:

MARKET ASSESSMENT AND COMPETITIVE ANALYSIS

- ❖ **Module 1: Market Attractiveness Analysis**
 - Market size evaluation
 - Growth potential
 - Customer demand
 - Industry maturity
- ❖ **Module 2: Competitive Intelligence**
 - Competitor mapping
 - SWOT Analysis
 - Porter's Five Forces
 - Benchmarking international competitors
- ❖ **Module 3: Understanding Customer Needs Across Markets**
 - Consumer behavior differences
 - Cultural buying preferences

- Pricing sensitivity
- Customer journey mapping
- ❖ **Practical Exercise:**
 - Comparative analysis of two target markets

DAY THREE:

INTERNATIONAL BUSINESS ENVIRONMENT AND MARKET ENTRY STRATEGIES

- ❖ **Module 1: Political, Economic and Legal Considerations**
 - PESTLE Analysis
 - Regulatory compliance
 - Trade agreements
 - Import/export regulations
 - Intellectual property protection
- ❖ **Module 2: Market Entry Strategies**
 - Direct exporting
 - Licensing
 - Franchising
 - Joint ventures
 - Strategic alliances
 - Foreign direct investment
 - Digital market entry
- ❖ **Module 3: International Marketing Considerations**
 - Product localization
 - Branding across cultures
 - Distribution channels
 - Pricing strategies
- ❖ **Case Study:**
 - Successful international market expansion examples

DAY FOUR:

MANAGING CROSS-CULTURAL BUSINESS AND MARKET RISKS

- ❖ **Module 1: Cross-Cultural Business Practices**
 - Cultural intelligence
 - Communication styles
 - Negotiation approaches
 - Building trust across cultures
- ❖ **Module 2: International Business Risk Management**
 - Political risk
 - Currency risk
 - Operational risk
 - Supply chain disruption
 - Reputational risk
- ❖ **Module 3: Building Strategic Partnerships**
 - Selecting local partners
 - Distributor management

- Supplier relationships
- Government engagement

❖ **Exercise:**

- Developing a market risk assessment framework

DAY FIVE:

DEVELOPING A MARKET EXPANSION STRATEGY

❖ **Module 1: Strategic Market Expansion Planning**

- Selecting target markets
- Setting expansion objectives
- Resource planning
- Investment considerations

❖ **Module 2: Performance Measurement**

- Key Performance Indicators (KPIs)
- Market penetration metrics
- Customer acquisition measures
- Financial performance evaluation

❖ **Module 3: Future Trends in Global Markets**

- Digital globalization
- Artificial Intelligence in market analysis
- Sustainability and ESG considerations
- Future international business opportunities

❖ **Final Exercise:**

Participants will develop and present a comprehensive Market Expansion Strategy that includes:

- Market opportunity analysis
- Market selection rationale
- Competitive assessment
- Entry strategy
- Risk management plan
- Marketing and sales approach
- Financial considerations
- Implementation roadmap
- Success metrics and KPIs

❖ **Course Conclusion**

❖ **POST-ASSESSMENT and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

USD\$ TBA - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

Aisha Relativo - Training & Career Development Manager

aisha@cmc-me.com / training@cmc-me.com

Tel.: +971 2 665 3945 or +971 2 643 6653 | Mob.: +971 52 2954615