

# Develop your export plan and learn proven approaches to global growth.

The programme includes two full-day workshops, run by experienced private-sector advisors in partnership with NZTE. These workshops will give you the tools and confidence to select the right market, the right channel and the right partner, helping you to understand the pathway to export success.

## How It Works

Over two action-packed days, you'll discover the key steps to successful exporting:

- Express a unique value proposition that resonates with customers and channel partners
- Develop market selection methods to help you focus on your top two or three markets
- Learn how to validate new markets and understand where the best opportunities lie
- Use value chain analysis to find the best pathway and channel options for a new market
- Select and qualify the right channel partner, and understand how to best pitch your business to them
- Plan your market entry to set yourself up for success from day one.

## Post-workshop

After the workshop you'll receive a

90-minute individual company follow-up session with one of the workshop facilitators. You'll also be connected to a LinkedIn group of workshop alumni so that you can connect with each other, ask questions, share knowledge and keep the momentum going.

## Is it for me?

**If you're not exporting yet**, and serious about getting it right from the start, these workshops will help you prepare and build a strong pathway for international growth.

**If you're already exporting**, these workshops will help you get better results with current partners and customers, get ready for new international markets, and make sure you're headed in the right direction for future growth.

## Time and cost

Two non-consecutive full-day workshops, held two weeks apart. This is followed by a 90-minute individual follow-up session with one of the workshop

facilitators two to four weeks after the second workshop.

To support you on your export journey, your participation in this workshop is co-funded by NZTE. Your total cost for the two days is \$1,000 +GST per attendee.

## The benefits

- identify the best international growth opportunities for your business
- decrease the risk of market entry
- identify the right partners to build your business in international markets
- avoid making costly mistakes and re-inventing the wheel
- Identify where you need to focus your limited resources
- embed the learnings into your business.

## EXPORT ESSENTIALS WORKSHOPS



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