PHD Chamber and Konrad-Adenauer-Stiftung, Germany in collaboration with IILM Institute for Higher Education are organizing a Workshop on “International Marketing in Exports” on 25th August 2011 at Hotel Sarover Portico, Lucknow. The details are as under:

**Day & Date** : Thursday, 25 August 2011  
**Time** : 9:50 a.m. – 5:00 p.m.  
**Venue** : Hotel Sarover Portico, Lucknow  
**Fee** : Rs 1,000/- per participant  
Rs.900/- for members & students  
**No. of Seats** : 25 (first-come-first served basis)

**Introduction:**
In today’s business environment, where every business activity is directly or indirectly related to global competition, an understanding of global markets, international marketing practices and thinking strategically on the global market front assumes great importance. As the competition is growing in the domestic markets, almost every business cares to look for markets abroad.

India's growth in exports is creating huge opportunities in services sector. The specific strategies required to over come country of origin effect.

Since the global markets are characterized by a very different colour in terms of business practices, culture and size of businesses, it is very important for any business persons in India to get a holistic understanding of the process of export marketing, factors for success in export markets, strategic choices available for exporters from India. This workshop on 'Strategic Export Marketing' will provide comprehensive framework to organizations intending to promote their products and services in foreign markets

**Contents:**
- Understanding New Global Business Environment for Businesses  
- Framework for:  
  - Strategic approaches for entering the foreign markets  
  - Market competitiveness based on certain strategic models  
  - Financing marketing overseas  
- Cross Cultural Management  
- Learning from the experiences of others  
- Identifying export intermediaries and effectively benefiting from them

**Take Aways:**
This workshop will help export managers in understanding:

- Discover the current profile of the global business environment.
- Get first hand information on the global business environment on key important sectors.
- Understand the process of export marketing and options available to promote Indian goods and services abroad cost effectively.
- Ways to deal with customers with different cultural background and different nationalities.
- Learn from the experiences of other export companies from India through selected case studies for a range of product groups.
- Understand the structure of intermediaries abroad who can act as the bridge between the Indian manufactured products and the end users.

For Whom:
This course is designed for Export Managers, Importers, Entrepreneurs, Commercial Managers, Senior-Middle Level Officers/ Marketing Managers dealing with products in India having strong competition from MNC products. Academic Bodies, Government Officials, Banking & Service Industr, students and anyone interested in understanding foreign markets for any business objective and / or research.

Faculty:
Prof. Rahul K Mishra, Associate Professor, IILM Institute for Higher Education.

Prof. Rahul K. Mishra is an Associate Professor of with IILM Institute for Higher Education, Gurgaon. Prof Rahul K. Mishra did his Master of International Business ( MIB) from Delhi University.

He has over 15 years experience in marketing and in academics and research. His research interests relate to International Business, Foreign Trade policy, and Global Business Strategy. He has widely traveled all over the world for business and research activities.

Registration:
The attached Registration Form may be filled in and returned latest by 23rd August 2011. The nominal fee by way of Cheque / Demand Draft be sent in favour of PHD Chamber of Commerce & Industry,. Candidates sponsored by members of PHD Chamber would be charged Registration fee of Rs. 900/- per participant. Fee includes the cost of Study material, Lunch, Refreshments, etc.

Administration / Query:
For any further clarification; please do contact Mr. Amresh Rastogi via email: phdccilko@gmail.com, Mob: +91-9415465224, fax: +91-522-2231871 or Tele: +91-522-2621052.

It is requested you to attend workshop OR nominate officials from your esteemed organization who would be benefitted with the networking, discussion and proceedings of the workshop.

Brig. Amitabha (Retd)
Resident Director
REGISTRATION FORM

Workshop on
“INTERNATIONAL MARKETING IN EXPORTS”
25th August 2011 at Lucknow

Brig. Amitabha
Resident Director, PHD Chamber
1A La Place, Shah Najaf Road
Hazrat Ganj
Lucknow – 226 001

Phone :0522-2621052
Fax :0522-2231871
E-mail :phdccilko@gmail.com

Participation fee:
• Rs. 1,000/- per delegate for Non members
• Rs. 900/- for Members of the PHD Chamber

Cheque to be made in favour of “PHD Chamber of Commerce & Industry”.

We have pleasure in nominating / sponsoring the following persons from our Organization.

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Name of Sponsoring Authority: ____________________________________________

Designation: ____________________________________________________________

Name of Organization: ___________________________________________________

Address: _______________________________________________________________

Phone: ______________ Fax: __________________

Mobile: __________________________

Email: ________________________________________________________________

We are enclosing herewith a Cheque/DD No ___________________________ dated _______
for Rs.__________ drawn on __________________ in favour of “PHD Chamber of
Commerce & Industry”

Sponsoring Authority (Signature) __________________________ Date: _______________