

BRUSSELS **E**XPORTER **S**TARTERS PROGRAM

BRUSSELS - JANUARY - APRIL 2018



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EXPORT

BRUSSELS **E**XPORTER **S**TARTERS PROGRAM

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You are a Brussels SME with the ambition to become an international player, but lack the experience and know-how? Our **BEST** program is the ideal start for your export project.

During 5 afternoon sessions and individual coaching, you will learn the ins and outs of the export business. We help you to work out an efficient internationalisation strategy and together we develop a customized export plan, matched with the services of Brussels Invest & Export.

Program

1 : First contact

18 January 2018 - from 1 PM

Individual introduction session with coach and Brussels Invest & Export.

2 : Am I ready for export?

1 February 2018 - 1 PM – 4.30 PM

Evaluating to which degree the enterprise is ready for export via quick scan and individual feedback

- Objectives
- Is there a foreign market for my service/product?
- Basic principles of market analysis: Which market(s) is (are) the most feasible in the short term?

3 : International marketing

22 February 2018 - 1 PM – 4.30 PM

- How to adjust product/service to foreign market: substantiated market analysis
- Export channels (e-commerce, agent, franchise, local branch,...)
- Drawing up marketing plan
- The services of Brussels Invest & Export as a catalyst for my marketing strategy

4 : Export in practice

8 March 2018 - 1 PM – 4.30 PM

- Legal Affairs (IP, international contracts, VAT,...)
- Logistical aspects (customs, documents,...)
- HR aspects of international business (secondment, access to profession,...)

5: Financial plan for export

29 March 2018 - 1 PM – 4.30 PM

- Export costs money: what are the financial consequences of internationalisation?
- Subsidies and other public instruments to support export
- Drawing up financial plan

Individual closing sessions

19 April 2018

Per company, individual evaluation of the export plan and elaboration of an action plan integrating the services of Brussels Invest & Export, in order to boost the export plan, during approximately 1 hour.

Practical information

- **Language:** English sessions
- **Fee:** 100 euros
- **Registration:** via online form by January 12th at the latest, max. 10 participants
- **Snacks and drinks** will be provided during each session
- **Address:** Chaussée de Charleroi 112 - 3rd floor - 1060 Brussels

Contact

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Access to the program shall be open to companies in the Brussels-Capital Region with export ambitions. The sessions will take place in English and require individual preparation and follow-up.



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