

## EXPORT MANAGER PROGRAMME 2021 I

### Target group:

The Export Manager Programme is specially designed for entrepreneurs, directors, export managers and supervisors who want to improve their international knowledge, management and English language skills.

### Objectives:

- Develop the international outlook of the participants
- Learn skills which foster success
- Understand basic elements of organizational improvement and effective organizational processes
- Learn more about different market areas and cultural differences in international business
- Practice and improve English language skills

### Outline of the programme:

12 x 3,5 hours training via Zoom

<b>Day 1:</b>	<b>17.11.2021 Riina Hankaa</b>
08.30 – 09.00	Welcome to Export Manager, Overview of the programme
09.00 – 10.00	Introduction to International Business
10.00 – 10.15	Break
10.15 – 11.15	How to operate in different areas, what are the similarities and differences
11.15 – 11.45	Approaches to International Market Entry Process
11.45 – 12.00	Summary
<b>Day 2:</b>	<b>1.12.2021 Zhanna Malinovskaya, Oksana Dugert, Riina Hankaa</b>
08.30 – 08.45	Overview of today's programme
08.45 – 10.00	Focus on Russia, basic risk management in Russia for Finnish exporters

10.00 – 10.15	Break
10.15 – 11.00	Focus on Kazakhstan, situation and opportunities in this market area
11.00 – 11.45	Focus on Ukraine and surrounding countries as a market area
11.45 – 12.00	Summary

**Day 3:** **16.12.2021 Richard Whale, Ruth Zerbe, Mikk Mehide, Riina Hankaa**

08.30 – 08.45	Overview of today's programme
08.45 – 10.00	The German business culture is said to be sometimes challenging! Don't let you frighten away from the opportunities the German market offers!
10.00 – 10.15	Break
10.15 – 11.00	Focus on Baltic States, introduction to hiring a new employee in Baltic States
11.00 – 11.45	Focus on Nordic Countries, main differences in culture
11.45 – 12.00	Summary

**Day 4:** **11.1.2022 Isabel Wilkins, Richard Whale, Riina Hankaa**

08.30 – 08.45	Overview of today's programme
08.45 – 10.00	Focus on UK market, how things changed after Brexit
10.00 – 10.15	Break
10.15 – 11.45	Focus on Italy and Spain as market areas and cultural aspects
11.45 – 12.00	Summary

**Day 5:** **9.2.2022 Riina Hankaa**

08.30 – 08.45	Overview of today's programme
08.45 – 10.00	Company analysis, strategic decisions, in which direction are we heading?
10.00 – 10.15	Break
10.15 – 11.45	Mission, vision, other strategic decisions with emphasis on international activities
11.45 – 12.00	Summary

**Day 6:** **21.2.2022 Riina Hankaa**

08.30 – 08.45	Overview of today's programme
08.45 – 10.00	Management in general: principles, processes and structures

10.00 – 10.15	Break
10.15 – 11.45	Main challenges of international activities,
11.45 – 12.00	Summary
<b>Day 7:</b>	<b>9.3.2022 Riina Hankaa</b>
08.30 – 8.45	Overview of today´s programme
08.45 – 10.00	Leadership in an international environment: motivation, commitment, feedback
10.00 – 10.15	Break
10.15 – 11.45	HR policies and remuneration in an international organization
11,45 – 12.00	Summary
<b>Day 8:</b>	<b>23.3.2022 Riina Hankaa</b>
08.30 – 08.45	Overview of today´s programme
08.45 – 10.00	The importance of cultural differences
10.00 – 10.15	Break
10.15 – 11.45	Business ethics and etiquette
11.45 – 12.00	Summary
<b>Day 9:</b>	<b>6.4.2022 Riina Hankaa</b>
08.30 – 08.45	Overview of today´s programme
08.45 – 10.00	Improving business communication in an international company
10.00 – 10.15	Break
10.15 – 11.45	Negotiation
	Effective presentations
11.45 – 12.00	Summary
<b>Day 10:</b>	<b>21.4.2022 Riina Hankaa</b>
08.30 – 08.45	Overview of today´s programme
08.45 – 10.00	eCommerce and modern technology in international business
10.00 – 10.15	Break
10.15 – 11.45	Web pages, social media in international business, Meetings: live/via internet. How to succeed in meetings
11.45 – 12.00	Summary

### Day 11

08.30 – 8.45

08.45 – 10.00

10.00 – 10.15

10.15 – 11.45

11.45 – 12.00

### 6.5.2022 Riina Hankaa

Overview of today's programme

International recruitment/recruit an agent

How to manage the agent, agent sales contract, exclusive selling rights

Break

Developing teamwork in international organizations  
managing conflicts

summary

### Day 12

08.30 – 08.45

08.45 – 10.00

10.00 – 10.15

10.15 – 11.45

11.45 – 12.00

### 17.5.2022 Riina Hankaa

Overview of today's programme

Self-management, time management in an international environment

Break

Personal development needs to improve cooperation and teamwork

Summary and feedback of the programme

Presented by:

Konsulttitoimisto Seppo Hoffrén Oy Consultancy via Zoom

Participants:

10-12 participants/group

Price:

2 500 € + VAT/ participant

Applications:

By application form or by email to  
[sinikka.karjalainen@ktshc.fi](mailto:sinikka.karjalainen@ktshc.fi)

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