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# Exporter Development Program

## Planning the Export Business Trip

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# Asia Masters & Wei Min

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- Asia Masters set up as a Sole Proprietor.
- 1977 – 80 Architectural aluminium in the Middle Easter (Dubai, Kuwait, Saudi) markets. =
- 1983 to 1991 – Export of Office Furniture in the region (ME to South Korea for Diethelm Furniture); manufacture in Malaysia, Indonesia and Australia.
- 1991 to 1999 – Export of consultancy and training services for Export Institute (TDB). SEA countries, Commonwealth, Trg in Myanmar.
- All jobs required me to handle export and international business.

# Planning – Phase 1 Coy Export Readiness

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- Good quality corporate and product brochures need to be ready for the trip.
- New support services: Logistics, Letters of Credit processing, Export admin support
- Production capacity ample to deal with a sudden large order.

# Planning – Phase 2 Biz Environment Analysis

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- Understanding of the market / country you're heading.
- Political, Economic, Social/Cultural and Technical/Legal
- State of your industry in that market.

# Planning – Phase 3 Finding the Fit

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- It's easy to find partners – you need to know what to look for.
  - Understands your Industry in that market.
  - Similar size as your own company
  - As “hungry” as you are to develop the business
- Deciding on how to enter the market: distributor, licence, franchise, agent.

# Planning – Phase 4 Export Strategy

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- In addition to the Marketing Mix strategies you need
  - Entry Strategy
  - Logistics Strategy
  - Management control strategy
- Organisation of the actual trip is important:
  - Arrive earlier to assimilate and acclimatize
  - Explore retail outlets before meeting distributors
  - Allow time to follow up with potential distributors
- Good trip planning for meetings always yields better results.

# When traveling

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- Stay connected with home office: email, SMS, HP.
- Continually record your observations and discussions — you'll forget when you get back home: HP cameras, videos, pocketbook useful.
- Get enough sleep — especially in different time zones.
- Adopt local customs: rubber time, traffic jams, learn “thank you” in local language.

# Planning – Phase 5 - Refinement

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- You'll discover that research done in Singapore will yield some results.
- Major “discoveries” information and contacts will be during the export business trip
- Strategies need to be redefined after return
- Mistakes improved on for the next trip.
- Completes the overall learning experience under EDP.

# The IE Singapore EDP

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- Set of three sub-programs: Classroom, Coaching and Business Trip provides a thorough experience for a company new to exporting.
- It also provides a framework for companies who are doing it now but need a better system for exporting.
- I'll be around to answer your questions during coffee break later.