



**Peligo Training Solutions Sdn Bhd (670106-K)**  
*Developing Global Managerial Skills for Professionals!*

**Effective Managerial Skills and Marketing Strategies for  
Overseas Business Expansion  
(Including internet marketing research)  
23-24 Mac 2007 (Fri & Sat) KMDC Plaza Sentral, Kuala Lumpur**

*Full Day Workshop 100% HRDF-SBL Claimable (Subject to prior application)  
CPD/CPE 16 hours*

*Registration Fees: RM 1,200 - Normal price  
RM 1,050 - Two or more participants from the same company*

**Importance of the Program**

Businesses face increasingly saturated local market with intense foreign and domestic competition. Foreign imports are competitively priced, while our production and distribution costs are rising. We need to venture abroad to market our products and services to sustain continuous business growth. But how?

This focus of this workshop is the use of real examples of Malaysian businesses venturing abroad. By the end of the workshop, participants would have undertaken marketing research to determine attractive overseas markets, performed country and industry analysis, and explored different marketing strategies - distribution channel, pricing and promotional strategies - to come up with an actionable marketing report for their company.

Among the salient questions addressed in this practical workshop includes:

- How do we find out which countries are attractive for us?
- Where do we get relevant and reliable market information?
- How do we approach potential customers?
- Can we use the marketing strategies in Malaysia for overseas business expansion? What are the country, industry and market factors that we need to look into?
- What are the basic exporting guidelines? Payment methods and financing?
- How do we manage the new markets overseas?
- What tools and information are useful to help us to effectively manage our new operations overseas?
- What are the strategies for selecting and participating in international and domestic trade fairs? How do we convert initial market leads into our customers?

This workshop will also explore how small and medium sized businesses can use proven and cost effective marketing strategies and tools to expand abroad. Tips on using electronic marketing / commerce services, establishing smart partnership with local / overseas partners, and participation in trade representative forums shall be discussed.



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### **Who would benefit from the program**

- Sales, marketing and business development managers and executives
- Managers and departmental heads strategizing overseas business expansion
- Operations managers and executives (in IT, engineering and technical specialists)

### **Course Objectives**

By the end of the workshop, participants would:

- Learn and apply the techniques to undertake country, industry and market analysis for their companies (Porter's 5 Forces, PEST and SWOT analysis)
- Use the internet to get relevant and reliable overseas market information
- Learn strategies and techniques to establish overseas sales contacts through trade fair participation, electronic commerce and e-mail marketing, and representation through trade forums
- Learn how to convert overseas sales leads to customers
- Understand export and payment procedures
- Appreciate aspects of cross cultural marketing and business management



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## **Trainer**

### **Lim Chor Ghee**

*MIntS(Sydney), MBA(EBS, UK), PCeB(USQ), BComm(Melbourne)  
CPA(Aust), CA(M'sia), ATII, MNCC, GARP (USA), AIB (USA)  
Doctor of Business Administration (Candidature-UNISA),  
Certified Training Professional (ARTDO Int-ITD)*



### **Trainer / Consultant**

**Lim Chor Ghee** is the Managing Consultant / Director for companies involved in consulting services, professional training and business / trade facilitation in Singapore and Malaysia. His previous capacity includes that as the vice president (corporate affairs) for two public-listed multinationals (Hong Kong and Malaysia), in which he was instrumental in structuring, establishing and managing international business operations in more than 15 countries.

He is a regular speaker with professional and trade facilitation organizations, and maintains training and educational interests in Malaysia, Singapore, Bangladesh and Sri Lanka. He has spoken for CPA Australia, Malaysian Institute of Accountants, National Chamber of Exporters of Sri Lanka, Asia Business Forum and ConventionPro International. Chor Ghee also lectures for UK, Australian and Malaysian postgraduate programs in international business and finance. He is a training professional certified by the Asian Regional Training and Development Organization.

Having trained with international accounting firms Coopers & Lybrand and Price Waterhouse (now PricewaterhouseCoopers) in his early career days, professionally Chor Ghee is a member of the Academy of International Business (USA), CPA Australia, Malaysian Institute of Accountants, Malaysian Institute of Taxation, and Malaysian National Computer Confederation.

He holds several academic qualifications from distinguished universities in Australia and UK - *Master of International Studies* (in Political Economy and International Relations) degree from the University of Sydney, *Master of Business Administration (Distinction)* degree from Heriot Watt University, *Postgraduate Certificate in Electronic Business* from the University of Southern Queensland, and *Bachelor of Commerce* degree from the University of Melbourne. Chor Ghee is pursuing doctoral research on "*the internationalization and performance of Malaysian public-listed companies*" with the University of South Australia.

### **Peligo Training Solutions Sdn Bhd (670106-K)**

Suite 33-01, 33<sup>rd</sup> Floor, Menara Keck Seng, 203 Jalan Bukit Bintang, 55100 Kuala Lumpur

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Fax: +603- 5634 9778 HP: 012-291 6617 (Mr EC Tan)



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### **Register Now!**

Registration (Fax to 603-5634 9778)  
Email: [peligotraining@gmail.com](mailto:peligotraining@gmail.com)  
Web: [www.peligotraining.com](http://www.peligotraining.com)  
Contact person: Mr EC Tan (012-2916617)

Workshop Title:  
**Effective Managerial Skills and Marketing Strategies for Overseas Business Expansion (Including internet marketing research)**  
**23-24 Mac 2007 (Fri & Sat)**  
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Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

Office Tel: \_\_\_\_\_

HP: \_\_\_\_\_

Fax: \_\_\_\_\_

Payment

Bank: \_\_\_\_\_ Cheque: \_\_\_\_\_

Payments are to be made to: **Peligo Training Solutions Sdn Bhd**

Notes:

- Cancellations and Substitution of Delegate(s): There shall be no cancellation after registration. However substitution is allowed, provided Peligo Training Solutions Sdn Bhd is notified in writing of the name(s) and designation of the new delegate(s) at any time prior to commencement of the event.
- Training venue may be subject to change.

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