



WINNING STRATEGIES FOR SUCCESS IN INTERNATIONAL BUSINESS

**The Essential Workshop
for
International Business Managers**



PRESENTED BY

**National Chamber of Exporters of Sri Lanka
in Association with
Training Link International (Pvt) Ltd.**

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Winning Strategies For Success in International Business

"The Essential Workshop for International Business Managers"

Friday 8th & Saturday 9th July 2005,

at Longdon Room, Taj Samudra, Colombo, Sri Lanka.

Importance of the Program

Globalization increases the opportunities for firms to trade and invest beyond their traditional national boundaries, but at the same time exposes firms to global competitive challenges. In this scenario it's important to consider what strategies can firms adopt to exploit the international opportunities and overcome global challenges.

This 2-day workshop is essential for those who wish to learn about the strategies and business practices that are crucial for competing successfully in international business. Drawing upon the extensive international experience and academic research of the Trainer, the workshop will cover salient aspects of international marketing, country risk management, comparative business cultures and organizational strategies. The exploration of business opportunities available in other parts of the world will be extremely useful for companies wishing to be successful in doing business beyond the Sri Lankan shores.

Package Includes

International Business Resource Kit of thoroughly researched articles, reports and investment-related information including trade information of importers from Malaysia, Singapore and Thailand, a CD comprising of power point slides used at the program and a collection of inspirational management thoughts, an opportunity to network with other professionals and a certificate of participation awarded by the National Chamber of Exporters of Sri Lanka

Comments from Key Professionals

"All those who participate will find that there is significant value addition to their existing knowledge on international business and strategic planning at the end of the Day 2"

*Dr. Saman Kelegama,
Executive Director,
Institute of Policy Studies of Sri Lanka*

"Ensures success globally with sound strategies and innovative methods of viewing export Business"

*Mr. Sarada De Silva,
Chairman,
The Spice Council - Sri Lanka*

"Winning Strategies for International Business has now become a critical factor for mere survival of such business, let alone their growth and development in an increasingly small world. Geographical and cultural distance have shrunk drastically resulting from technological advances the world has experienced, especially during the last two decades. This has offered companies with a strategic focus and winning strategies, enormous opportunities while presenting great threat to others".

*Mr. Kingsley Bernard,
President,
National Chamber of Exporters of Sri Lanka*

Target Participants

- Directors, Department Heads, and Managers involved in International Business
- Export Managers and International Marketing Managers
- Business Development Managers and Product Development Managers
- Strategic Planners, Corporate Planners and Finance Managers
- All those interested in venturing into International Business

Highlights and Methodology

- Integrating academic research with industry / professional experience
- International business case studies (including movie clips)
- Best-practices case studies from South East Asia
- Participatory and action - based Learning / group learning

Day 1

Globalisation and International Business

- * International Organisations and International Business Environment
- * Global Marketing Strategies
- * Creating Global Marketing Programs
- * Regional Groupings and Free Trade
- * Policies of Foreign Direct Investment

The Quest for Global Competitiveness

- * Competitive Advantage of Nations
- * Value Added Primary Produce
- * Advanced Manufacturing and Production
- * Information Technology and Electronic Business
- * Creating a Learning Organisation to Face Competition

Marketing Internationally - Strategies and Practices

- * The Challenges in International Business
- * The International Marketing Mix
- * Creating International Marketing Plans
- * Strategies for Effective Participation in International Trade Exhibitions
- * Case Studies from Malaysia, Singapore and Thailand

Open Forum for Discussion

Day 2

Marketing Internationally - Strategies and Practices (contd...)

- * From Exporting to Manufacturing and Distribution
- * International Joint Ventures
- * Use of Internet for Market Research and Trade Information
- * Awareness of Customs Regulations, Tariff Rates and Non-Tariff Barriers

International Business Culture and Practice

- * Impact of Culture in International Business
- * Practical Analysis of Seven Dimensions of Culture
- * Application of Cultural Awareness Strategies in Business Situations to Achieve Greater Results

Global and Regional Market Opportunities

- * Market Opportunities for Sri Lankan Businessmen
- * Insights into Consumer Behavior
- * International Branding
- * Trade Information of Importers from Malaysia, Singapore and Thailand

Panel Discussion

Review of the Program

Award of Certificates

Trainer's Profile

Lim Chor Ghee



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

Director Research & Training

Chor Ghee, a Certified Training Professional accredited by The Asian Regional Training and Development Organisation (ARTDO) and The Institute of Training and Development (ITD), delivers business and management training programs to training institutions, professional bodies and corporations. His participants include professional managers, business owners and company executives from a wide range of industries.

He has more than 11 years of corporate and consultancy experience in international business, management and accountancy. He was the Vice President (Corporate Affairs) for Star Cruises Ltd a Hong Kong Public Listed Multinational Corporation (MNC). In that capacity, he was instrumental in structuring, establishing and managing the MNC's international business in numerous Asian and Middle East economies (China, Japan, Korea, Taiwan, Hong Kong, Vietnam, Thailand, Malaysia, Indonesia, Singapore, India and UAE). He was also the Vice President of Nasioncom, a Malaysian Public Listed Company. In addition he has also provided consultancy services to companies involved in telecommunication, e-commerce, multimedia and educational publishing and multilevel marketing.

Having trained with Coopers & Lybrand and Price Waterhouse in his early career days, Chor Ghee is a member of the Malaysian Institute of Accountants, the Malaysian Institute of Taxation, Certified Professional Accountants (CPA), Australia and the Malaysian National Computer Federation. He is also a graduate of the Malaysian Institute of CPA examinations and has passed Level 1 of the CFA Institute (USA) program. He holds several academic qualifications – Master of International Studies (Political and International Relations) degree from the University of Sydney, Master of Business Administration (Distinction) degree from Edinburgh Business School, Heriot Watt University, Postgraduate Certificate in Electronic Business from the University of Southern Queensland, and Bachelor of Commerce degree from the University of Melbourne.

He is currently pursuing doctoral research in international business with the University of South Australia and serves as the financial and business development director of three private companies: Highimpact Worldwide Sdn Bhd, PT2 Creative Sdn Bhd and Peligo Training Solutions Sdn Bhd.

Program Co-ordinator

Kushan Dharmawardena



Kushan Dharmawardena, Managing Director of Training Link International (Pvt) Ltd., holds a Masters Degree in Business Administration (MBA) from the Postgraduate Institute of Management (P.I.M) University of Sri Jayawardenapura, Postgraduate Diploma in Education (Dip.Ed.) from the Northern Territory University of Darwin, Australia and Membership of the Hotel Catering and International Management Association (HCIMA) of United Kingdom and he is a member of the Sri Lanka Institute of Training and Development (SLITAD). Kushan is currently following a DBA (Doctor of Business Administration) program of the University of South Australia. He brings with him over 20 years of international work experience in Sri Lanka, Papua New Guinea, England and

Australia in a variety of fields, including Training and Education, Sales and Marketing, Hotel and Catering Management, Banking, Leasing, Stock Broking and Management Consultancy. Kushan has conducted training programs for over 125 reputed organisations including World Bank, Asian Development Bank and Unicef and he has conducted management workshops in Malaysia, Dubai and Sri Lanka involving reputed International Trainers.

HRD Investment

Rs. 14,900 + V.A.T. for this valuable 2 day international professional development program, including certificate, lunch, refreshment and course material (International Business Resource Kit of thoroughly researched articles, reports and investment related trade information of importers from Malaysia, Singapore and Thailand together with a CD comprising of power point slides used at the program).

Group Discount: Rs. 1000 per participant for groups of 3 or more from the same organization.

Registration Procedure

Please submit you nominations formally with names and designations to National Chamber of Exporters of Sri Lanka, 160/2, Bauddhaloka Mawatha, Colombo 4, on or before 30th June 2005 together with the full payment by cheque written in favour of National Chamber of Exporters of Sri Lanka.

For Further Information Please contact:

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Sherine or Kushan,
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**NATIONAL CHAMBER
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