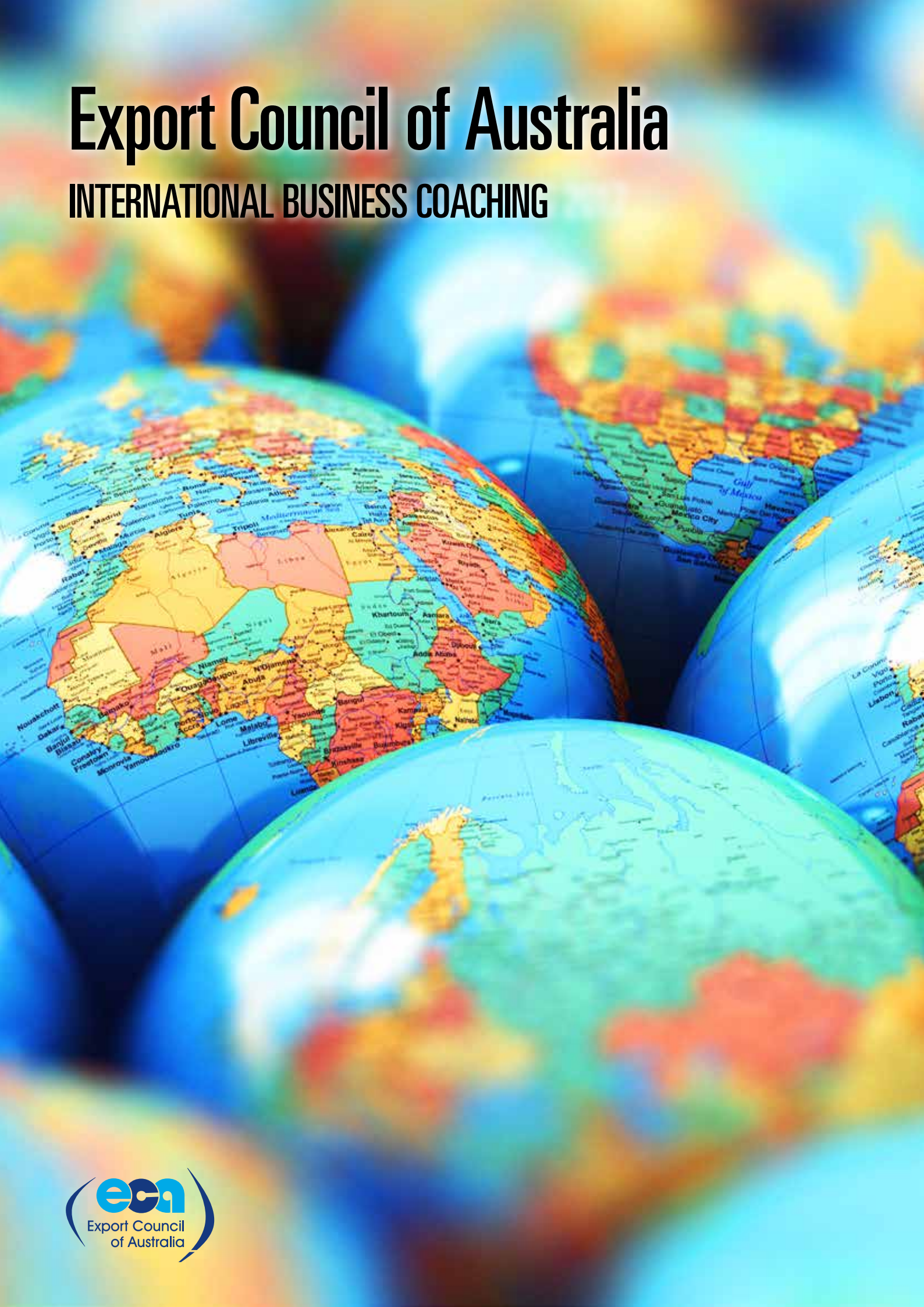


Export Council of Australia

INTERNATIONAL BUSINESS COACHING



How did international business coaching come about?

For over 60 years, the Export Council of Australia (ECA) has worked tirelessly to build the international capability and capacity of Australia's SMEs, helping them to effectively take on the world.

The ECA has developed an extensive program of workshops and courses, aimed at giving groups of businesses the skills they need to manage and grow their international operations. These offerings include a pathway into the Advanced Diploma of International Business Management, offered in partnership with Charles Sturt University's Centre for Customs and Excise Studies (CCES).

The ECA has also worked with countless individual companies, Government departments and Local Councils to develop bespoke in-house training programs.

Building on the extensive experience in the international skills development space, and taking into account the feedback received from SME exporters and importers, the ECA has now developed a new, bespoke service offering for Australian businesses who need specialised, hands-on assistance to achieve their international business goals.

The ECA is proud to announce its
BUSINESS COACHING SERVICE.



What is international business coaching?

The ECA's **International Business Coaching** service is a one-on-one matching service that aligns the specific needs of an individual company with the services of an international business subject expert.

The ECA has an arsenal of experts in the field of international business, these experts include ECA staff members, ECA Directors, industry professionals and academics who will serve as ECA coaches.



**EXPERT
ADVICE
CAN BE
OFFERED
IN A
RANGE OF
SUBJECT
AREAS**

- ▶ Introduction to growing a global business
- ▶ **Export planning and strategy**
- ▶ Marketing strategy
- ▶ **Developing presentation and pitching skills**
- ▶ Developing a market entry strategy
- ▶ **Export documentation and procedures**
- ▶ Shipping and freight procedures
- ▶ **Trade finance**
- ▶ Navigating Free Trade Agreements
- ▶ **Navigating regulations and compliance (Defence sector)**
- ▶ Navigating regulations and compliance (Agribusiness sector)
- ▶ **Navigating domestic regulation and compliance for export**
- ▶ Understanding Trade Policy
- ▶ **eCommerce**
- ▶ Review of export plan
- ▶ **New market entry planning**
- ▶ Market entry strategy, (including China, India, ASEAN, USA, Middle East, UK, Canada, Korea, Iran, South America, Japan)
- ▶ **Planning your international human resources strategy for international expansion for overseas expansion**
- ▶ Navigating immigration and Visa requirements
- ▶ **Managing the relationship with Australian Customs and Border Protection Services**
- ▶ The Australian Trusted Trader Program
- ▶ **Effective FX management for maximum profitability**



**Don't see a topic that covers your requirements? No problem!
Call us on 1300 361 526 to discuss your needs, and we'll find an expert who can help.**

How does international business coaching work?



Choose one of the above topics



Call our friendly skills team on 1300 361 526



Complete a short questionnaire, giving us the information needed to understand your business and your specific requirements



Be matched with an international business expert



Schedule a date and time for your International Business Coaching session



Get the information and guidance you require!

Once we know what your needs are, the ECA will take care of everything, leaving you free to concentrate on growing your business.



As a guide, we recommend



8 HRS minimum

to develop a comprehensive export strategy



5 HRS minimum

to develop a marketing strategy



5 HRS minimum

per market to develop a market entry strategy



5 HRS minimum

to review export documentation and procedures



4 HRS minimum

to develop presentation skills



3 HRS minimum

to review freight and shipping procedures

What does international business coaching cost?

The ECA is committed to helping grow the capability and capacity of Australian SMEs. For this reason we have negotiated the best possible rates with our expert International Business Coaches, who have agreed to assist far below their usual market rates. And that means we can offer you a superior International Business Coaching service at an affordable rate.

You don't have to be a Member of the ECA to access International Business Coaching, but our Members qualify for a substantial discount.

OUR RATES

ECA Business Members: \$144 + GST to \$240 + GST per hour of coaching
ECA Individual Members: \$162 + GST to \$270 + GST per hour of coaching
Non-ECA Members: \$180 + GST to \$300 + GST per hour of coaching

Please note: Face-to-face International Business Coaching rates exclude any travel and accommodation that may be required.

Any necessary travel and accommodation will be charged at cost, plus a 10% administration fee.

Want to access the member discounted International Business Coaching rates?

Visit our website for more information: <http://www.export.org.au/membership/membership-information>, sign up and start saving immediately.

How can you access international business coaching?

International Business Coaching sessions can be delivered:

- In person, one-on-one at your premises
- Online via our (or your) conferencing facility
- By telephone

To discuss your International Business Coaching needs, or to book an expert International Business Coach, call the skills development team on **1300 361 526**, or go to <http://www.export.org.au/skills-development/international-business-coaching-booking>.



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