Practical Exporting:
Overview of a case-based instructional method to teach hands-on international business

Teaching international business the practical way

Leif Holmvall

NASBITE Conference 2012. Portland, Oregon
About this session

- Presentation is about 45 -50 minutes
- Q&A afterwards
- Plenty of time for discussions
- Summary handouts on Nasbite website (some materials in Export Reports are excluded due to proprietary/confidential nature)
Why should you consider this type of education?

- You will produce professional exporters
- You enhance the image of your school
- You can easily recruit and select the quality of students you want
- You can also recruit professional educators with current/relevant business experience
- You will forge closer relationships with local industry
Other benefits and goals of the program

- Is it your mandate to produce key people for SME’s and to increase US exports?
- The National Export Initiative (NEI) goal is to double exports over five years
- Prepare SMEs to export successfully by increasing training opportunities for both SMEs and SME counsellors.
- Your students could be the key to the SME success
Program details presented on website

www.exportpro.com

Workshops and Seminars

Practical International Business Education Program

For Companies and Individuals

- Do You Need An Export Booster
- Executive Export Seminar
- Recipes For Successful Exporting
- Export Work Day or Weekend
- Market Research
- Doing Business in Europe
- Doing Business in North America

For Universities and Business Schools

- Enhancing Your International Business Education
- Practical International Business Education Program
- Recipes for Successful Exporting
- Export and International Business Today and Tomorrow
- Export Work Day or Weekend

For Government, Municipalities and Organizations

- A project to Internationalize Municipalities
- Invitation Politicians Active Municipality
- International Export Master® for Municipalities
- Recipes for Successful Exporting
- Export and International Business Today and Tomorrow
- Export Work Day or Weekend
- Special Programs
Who is Leif Holmvall?

Background in manufacturing, R&D and then sales and marketing

Atlas Copco Sweden, Construction Equipment - in charge of 100 countries

Kockums Sawmill division, Sweden - turnkey sawmills in about 40 countries

Swedish Trade Commissioner to Canada 1978 – 1982. (Senior managers ‘borrowed’ from industry. Charged for services. 21 consultants employed
Who is Leif Holmvall?

1982 - Owner Holmvall International Trading Inc. Consulting and representative for foreign companies. Assisted hundreds of companies to become established overseas. 98% of clients overseas

1992 - Export Pro Inc. Seminars, workshops and training programs for more than 5000 executives and students in business schools and universities in Europe and North America. Education program licensed to universities in Europe

Why teaching? Clients needed training. Business schools and universities asked for it

Recognized expertise.- Author of 9 text books on the topic, with more in the pipeline.
-Publishers asked me to write (7 texts) for high school, University and executive education
- I could not find (2 books) suitable for my teaching and corporate clients
What does it take to become successful in international business?

- Right attitude
- Willingness to learn the steps that work
- Learn from real life examples and practice
- 85% understanding other cultures’ way of conducting business
- 5% product
- 10% company
Characteristics of a winning international business education program?

- **Quality**: No school can be better than its students
- **Employability**: Graduate students that companies want to employ
- **Marketability**: Produce graduates who refer the program to employers and other students
What does it take to produce professional, employable graduates?

- Selecting students with the right attitude
- A curriculum that requires the students to practice what they learn
- An education program where the students have to carry out export projects for real companies
The program presented today:

- Has been tested and refined since 1986
- Has been offered continuously for over 15 years at more than 4 campuses by one university
- More than 5000 students have completed successfully
- Consistently leads to employment for graduates
Program track record

- All students have a job 2 months after graduating
- 80% find employment 6 months before graduation
- Excellent market image. Former students recruit students in their last year of education, as employees
- Companies for which students complete project work offer them employment
- Most students can/are willing to take on any export project to any country for any product/service
- High self-confidence is built on success
How is it done?

- Program based on presentation of actual cases
- Book is filled with 100s of international business examples
- Students problem-solve then practice what they learn on real-world scenarios
- Debate each others’ solutions – teaches critical thinking, analysis of facts
- Research and deliver an export project for an actual company
- Plan and stage a professional export event
Teaching time

- Full course is 2 years with 32 week co-op placement at companies
- Students find their own work placements
- My session on international business:
  - Nine days in total, with 3 days of teaching a week, spread over three separate weeks
  - Students have 10 days plus weekends to produce the final report. Preparation time spread over 5-6 weeks
Course materials (students)

- Book
- Group Work
- PowerPoint for each topic
- Handouts for Export Project
- Instructions for Export Event
Text book

- Could not find a suitable book on the market, so had to write one (2011)
- 448 pages full of facts and examples
- More examples, resources, updates, testimonials, look inside the book on my website (www.exportpro.com)
- Cost is about $25
- Instructor’s package contains 1000+ slides, lesson plans, group assignments, exams, etc.
In this presentation:

How I teach

Tools I use for teaching
  - Real-world examples
  - Extensive discussion/debate
  - Students practice what they learn
  - Actual launch of product/service overseas
  - Export event
How did you learn to bike?

- Someone gave you instructions and advice
- You practiced under supervision
- You tried out riding on your own

LESSON: You can never learn everything from a text book
Real life examples to illustrate. That is what students remember

(If your phone rate is high, look into using Skype for your long distance phone calls – a low cost solution: www.skype.com.) That will not only show your ongoing interest in the market and in your representative but it will also keep you updated about developments. Invite them to visit your factory to see your facilities and meet staff. Another benefit is that they will better understand your business culture, production and quality control processes as well as the culture in your country.

**Thorough Preparations**

Before selecting a market, you have to get to know the market. Make several visits to gather key information and verify that your strategy is the right one. If you are not sure, take more time. Visit a cross-section of end users, because they will be your future customers. When you ask, they will tell you who your competition is. They can confirm whether your product is suitable and if your pricing is appropriate. They can also make suggestions about potential distributors.

**Example - Studying the market**

*Steel producers were important customers of one of the foreign companies I worked with. They wanted to expand their sales to the US. In order to get them ready to enter the market, I contacted 200 individuals within the steel industry in Indiana. That project took me one year. Was it worth it? Yes!*  

*Because I was so thorough, I was able to collect useful information about the potential market, product applications, the competition and pricing levels. I also created an interest for the Swedish company’s products. Furthermore, I received suggestions from potential clients for five suitable distributors. I did some more research and selected one of those distributors. I could give the distributor excellent market information as well as 200 potential clients, so although my research took a long time, our new distributor was in the enviable position of being able to start selling immediately. Because I had convinced a large number of customers about the product’s superiority, I was able to attract a “hungry” distributor who was skilled and ready to go.*
Teaching point:
Be aware of local distribution methods

Slides include pictures from different countries
Learning to work in a group

Day One

- Introduction to the school
- Lunch with entertainment expected at 12.30
- School provides $60
- Students locate sponsors and funding

Results

- You get to know the other students quickly
- You learn to work as a member of a group
- You learn to produce under pressure/in short time
Group work, debates and presentations

- Students learn from the book, instructor and each other
- Study and research specific topics
- Present and debate issues
Example: Discuss pros & cons of EU, EURO

- Divided into four work groups
- 45 minutes for preparation
- Groups present and debate points
- Could use same approach for topics like NAFTA
Group work - distribution channels

A Swedish company has exported their machines to neighbouring countries. They now want to export to Germany. The market is in all states but concentrated in the northern part. The machines are Radial Drills and lathes sold to companies in the manufacturing industry. The weight of the machines is several 100 kgs (200 lbs). Cost is $6,000 to $15,000.

1. Select two different solutions for distribution and compare them. Include Pros and Cons.
2. Each solution should include: Customers’ point of view. How this influences the exporter. The representatives’ point of view.
3. Look at workload implications, profitability, speed of start up.
4. Make comparisons between your two solutions.
5. Use a diagram to show your solutions from export to end user.
6. Prepare a check list of what to consider before entering the market.
Points to consider:

- If each group presents 2 solutions and there are 5 groups, there will likely be 8 different solutions.
- Why did I select Germany for the Swedish exporter?
- Some students will suggest local manufacturing in Germany.
- Germany is part of EU so no duties apply.
- Germany is the second most expensive country in the world in which to manufacture.
In my book, Part 2 of chapter lists pros and cons for each solution

**Advantages of Subsidiary for rent**

*(short sample)*

- Low initial cost
- Low fixed costs
- Access to established office and local staff
- Clear legal and physical presence on the market
- Allows you to compare what is needed for setting up your own local office
- Flexible expansion
Disadvantages of Subsidiary for rent (short sample)

- Depends on finding the right partner or landlord to rent from
- The facility is not yours and you have limited staff of your own, at least in the start-up phase
- Very limited control, unless specified in partnership arrangements
- Dependent on partner for level of participation
How to teach selection of freight method

- How to help students to understand pros and cons of different solutions?
- How to ensure the students understand the variety of different activities that must be paid for?
Group work - freight and freight costs

1. Calculate the total cost of freight for 20 products. Determine if you should select sea or air freight.

2. When is "break even" comparing cost difference between boat and air shipment (when is one cheaper than the other?)

3. Give other advantages and disadvantages for each option

4. Export price of USD 153 per pump is needed to calculate the costs

**SEA FREIGHT with delivery 4 - 5 weeks**
- USD, door-to-door service, excluding duty
- Sea freight minimum 1 cbm./1000 kg. You always pay for minimum one cubic meter or 1000 kg even if your goods occupy less space or weigh less.

<table>
<thead>
<tr>
<th>No. of pumps ordered</th>
<th>20</th>
<th>40</th>
<th>60</th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freight including broker fees exclusive of duty</td>
<td>607</td>
<td>607</td>
<td>607</td>
<td>607</td>
</tr>
</tbody>
</table>

Note: for boat freight, all shipping costs are included door to door. In this example, for air, you have to add extra costs at the end of the page.

Freight is total for boat or 40 pumps = $607.00
AIR FREIGHT – delivery in 3-5 days

<table>
<thead>
<tr>
<th>No. of pumps ordered</th>
<th>20</th>
<th>40</th>
<th>60</th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freight</td>
<td>197</td>
<td>251</td>
<td>335</td>
<td>408</td>
</tr>
</tbody>
</table>

Freight costs only- excluding duty

Notes:

1. **Clearance Fee** of USD 125 if only 3 Classifications; if more than 3, additional USD 5 per classification. In this case, only one class as it is only one product, i.e., US 125. Add **Messenger Fee** of USD 7

2. **Terminal Handling Charge** of USD 35 (fixed), i.e. one per shipment

3. **Customs Bond Charge** (when not a "continuous bond agreement") USD 60, to a maximum value of USD 10,000 then additional USD 6 per $1000 - after value USD 10,000 you have to add USD 6 on each new “started” $1000

4. **Delivery Charge** based on weight, USD 10 per 100 lbs., minimum USD 50. You have to compare weights for the different # of pumps to calculate costs

(60 pumps = 368.6 lbs.; 20 pumps = 123.21 lbs.)
<table>
<thead>
<tr>
<th>No. of pumps ordered</th>
<th>20</th>
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<th>60</th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freight including broker fees exclusive of duty</td>
<td>607</td>
<td>607</td>
<td>607</td>
<td>607</td>
</tr>
<tr>
<td>Cost per pump USD</td>
<td>30.35</td>
<td>15.18</td>
<td>10.12</td>
<td>7.59</td>
</tr>
</tbody>
</table>

**AIR FREIGHT - delivery 3-5 days (excluding duty)**

<table>
<thead>
<tr>
<th>No. of pumps ordered</th>
<th>20</th>
<th>40</th>
<th>60</th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freight</td>
<td>197</td>
<td>251</td>
<td>335</td>
<td>408</td>
</tr>
</tbody>
</table>

**Fixed charges**

<table>
<thead>
<tr>
<th></th>
<th>Per shipment (1)</th>
<th>125</th>
<th>125</th>
<th>125</th>
<th>125</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customs clearing and mess</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Terminal handling (2)</td>
<td>35</td>
<td>35</td>
<td>35</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Customs bond (3)</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>78</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>424</strong></td>
<td><strong>478</strong></td>
<td><strong>562</strong></td>
<td><strong>653</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Local Transportation**

<table>
<thead>
<tr>
<th></th>
<th>El Segundo</th>
<th>50</th>
<th>50</th>
<th>50</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total cost door-to-door</strong></td>
<td>474</td>
<td>528</td>
<td>612</td>
<td>703</td>
<td></td>
</tr>
<tr>
<td><strong>Cost per pump</strong></td>
<td>23.70</td>
<td>13.20</td>
<td>10.20</td>
<td>8.79</td>
<td></td>
</tr>
</tbody>
</table>
Other advantages with air freight:

1. Quick delivery - you can get paid faster
2. Better handling - less demands for packaging
Exercise - market research

- Make a list of information you need
- List key topics to research
- Use the elimination method
- List sources for information
- Complete web search

- List resources in your company
- Which clients to visit
- Which associations can be helpful
- Study trade statistics
- Contact freight forwarder
- Check into trade shows
- Investigate Databases
Use resources available in class

Normally, different cultures and backgrounds represented by students in class. Some topics generate considerable discussion:

- Bribing
- Cultures and ways of doing business
- Nationality of father
Exams

- Students bring textbook and notes
- Purpose of examinations is for students to demonstrate their understanding
- In real life, you have access to information
Sample exam question

Databases
1. Describe why commercial databases can complement more conventional market research when you are doing business overseas.

Distribution channels
2. Give examples of two different distribution channels and describe their pros and cons.
3. Why is it important to select the right type of distribution channel in a market?
4. What are the impacts on workload and profitability if you select the wrong channel for the exporting company?
Sample exam question

You have the following information from a company that wants to export their product overseas

- Market price (selling price to customer) - $800
- Manufacturing cost - $200
- Shipping cost - 15% of export price (note: no duty on freight)
- Duty on export price - 10%

Calculate how freight, duty and import cost increase the landed cost. Show how you reached the result.
Sample exam question - export price

Together with the importer, you have agreed on the following distribution:

Exporter → importer → regional distributor → local distributor → customer, where:

- Importer on sales to distributor demands: 30% margin = profit (not add-on)
- Regional distributor on their sales demands: 30% margin
- Local dealer on sales to customers demands: 40% margin

1. Calculate the export price for the product. Show how you reached your answer.
2. What is the result in $ and %? Show the calculations you used.
3. Based on the results above, what would you suggest as an alternative? What are the new figures?
Exercise - Exam

- You are exporting BBQs from Canada to Germany
- Manufacturing cost is $70
- Customer price is $250
- Freight is 11%
- Customs duty is 8%

1. **Calculate the export price**
2. **Discuss what actions to take**
Result - Calculation

- Export price is 100
- Freight is 11% = 111
- Customs duty of 8%, $1.08 \times 111 = 119.88$
- Importer gets 35% = $119.88 \div 0.65 = 184.43$
- Dealer gets 45% = $184.38 \div 0.55 = 335.32$
- Export price is $250 \div 3.3532 = $74.56$
- Profit is $74.56 - $70 = $4.56$ or $4.56 \div 74.56 = 6.1\%$

Remove a distribution level and calculate the new export price and profit.
Example - currencies

1. Describe 4 ways to minimize currency risks.
2. Describe the pros and cons of each method.
3. Describe why you would have to use currencies other than your own when conducting international business.
4. Describe what the different solutions mean for you and your foreign partner. Include pros and cons.
5. Why should an exporter open a foreign currency account?
How to minimize risks for currency losses? Summary from book.

Buy foreign exchange option (FX option).

**Fixed price for a certain date.** You are not obliged to use it. If the currency increases in value, don’t use the option. If the currency decreases in value, use it.

A purchased option is **a right but not an obligation** to an earlier agreed-to exchange rate (buy or sell a currency at a agreed date).

An option can also be seen as insurance. You pay a premium.

A **call option** is the right to buy a currency. A **put option** is the right to sell.
Export Project

- Students get complete course package 6 weeks in advance
- Students receive information from instructor on how to “sell” the assignment
- Have to find a company interested in launching a product or service overseas
- Students must select a company before course starts and collect background material
- Work in group to launch the product. Four to five students in each group
Export Project

How do students find the companies?

- Contacts with CEO, VP marketing or Export Manager
- Build ongoing relationships with local companies
- Companies contact university
- Direct contact to companies where students want employment
- Former students approach the school seeking students to work on projects

- Intensive work in groups
- If individual does not perform, group will ‘fire’ him/her
- If report is not good enough to meet course standards, group will have to redo it
How is Export Project report prepared?

- Students receive complete instructions. Can also review samples of earlier reports.
- Instructor gives guidelines for what a report must include (format, content, etc.)
- Report should have market value of $5,000 - $15,000
- Research must be so thorough that CEO can make a decision based on report contents
- Must also contain all background material to enable company staff to go ahead
Report to include

Front page

- Company name
- What the report is all about
- Who produced the report
Executive Summary

For President, CEO

- What was the goal of the study?
- What did the students find out?
- What are their recommendations?
- How is implementation to be carried out?
Report contents

- Table of contents with headlines and sub-headers
- Overview of company and goals of study
- How the study was carried out
- Analysis of markets and selection of market
- Identify the decision-makers and influencers and how to convince them
- Competition
Report contents

- Distribution channels and setting prices
- SWOT Analysis, for the market and solution selected
- How to activate staff and partner, suggested market activities
- Activity plan with time schedule
- Final summary includes suggestions, recommendations, project implementation plan
Report contents

Appendix

- Information sources
- Details about market and country, market selection, competition, etc.
- Detailed information about potential partners
- How to do business in the country
- Calculations of export prices and alternatives
- Record of any interviews, surveys, etc.
- Detail to supplement the brief descriptions in main report
Presentation of Export Project

- Complete report/plan printed & professionally bound
- Best PowerPoint voted on by students for presentation to attendees at export evening
More of Scandinavia

Exportplan

Storbritannien
Export project

- One student joined president on trip to UK
- Found out the what it is all about working long hours
- Was offered job at company
Export project

Introducing

Into the Swedish market

Claes Israelsson 710526
Christian Sagely 79
Mikael Mossval
Michael Sjögren 68
Export project
Export project

Software for cash registers. A market in Asia.
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EXTENDA

Background

Extenda is a leading supplier of IT solutions for department stores, fashion chains, grocery stores and other retail chains in Scandinavia today. Extenda accounts for 53% of the total grocery market in Sweden and 8 out of 15 of the largest fashion chains. They provide software to 23 countries including USA and Canada.

With ICA and H&M as major customers, Extenda’s product suite supports everything from management’s strategic changes to sales promotion marketing activities and is built on the latest architecture with an emphasis on adaptability. Extenda currently has partners in Benelux and Shanghai and is contemplating future partnerships in India.

Purpose

Extenda is looking towards Asia to expand their market and requires a detailed feasibility investigation of potential countries in which to launch their product. They are specifically interested in a deeper analysis of the most viable country in which to continue their expansion into Asia.

Goals

Primary objective:
Research, examine and identify which country Extenda should prioritize in its establishment in Asia (with the exception of China, India and Russia).

We will work with the following questions with a focus on grocery chains:

- How does the market look?
- Is there or will there be conditions for larger food chains?
- Who are their customers? (i.e. How many and who are Extendas possible customers)
- What are the challenges for prospective customers in their markets?
- Is there a need for Extendas system?

Secondary objective:
The results of our broader analysis of the Asian market will constitute a base for the marketing plan. The marketing plan will then be formulated on the country with the highest potential for Extenda. In the marketing plan there will also be information about what types of activities and investments may be done.
Recommendations for Model 3:

Model 3 with Taiwan as the base country will suit Extenda's interests best.
Model 2: Singapore

Pros
- The government wants to attract foreign players
- Strong economic status which is ranked high globally and regionally
- Impressive infrastructure
- Strong consumer climate
- They offer new companies competitive advantages
- A clear law structure makes it relatively easy to start and run a company in Singapore
- Singapore has abolished all duties and are open for foreign competition
- Several large grocery chains
  Demanding when it concerns quality and technology

Cons
- Difficult to establish yourself in the market but success brings easier access to other countries
- Limitations and flaws when it comes to democratic processes and freedom of the press
- Large dependency on other countries

Model 2: Malaysia

Pros
- A growing economy
- Technology companies that have a base in Malaysia are exempt from paying taxes for ten years through the MSC
- Companies may be 100% foreign owned
- Favorable trade balance
- Large growth in retail sales since 1998
- Strong consumer country, especially west Malaysia

Cons
- Malaysia’s economy is somewhat connected to USA and Japan
- Large portions of the business in Malaysia are foreign owned.
Background:
Singapore is an island city-state and the smallest country in Southeast Asia. It is located on the southern tip of the Malay Peninsula. The site of several ancient port cities and a possession of several empires throughout its history, Singapore was a Malay fishing village when it was colonized by the United Kingdom in the 19th century. It was further occupied by the Japanese Empire in World War II, and was later part of the merger that established the Federation of Malaysia. When Singapore acquired independence, having few natural resources, it was socio-politically volatile and economically undeveloped. Foreign investment and rapid government-led industrialization has since created an economy that relies primarily on export of electronics and manufacturing from its port. The country has under a 30-year period changed from a poor and underdeveloped country to one of the world’s wealthiest states.

Country facts:

<table>
<thead>
<tr>
<th>Government</th>
<th>Parliamentary republic</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Sellapan Rama Nathan</td>
</tr>
<tr>
<td>Currency</td>
<td>Singapore dollar (SGD)</td>
</tr>
<tr>
<td>Official language</td>
<td>English, (business language) Malay (national language)</td>
</tr>
<tr>
<td>GDP</td>
<td>Estimate total $123,4 billion (2006)</td>
</tr>
<tr>
<td>GDP/Capita</td>
<td>$ 29,900</td>
</tr>
</tbody>
</table>
The Biggest Chains in Taiwan Food Retail Market

Hypermartkets:

Carrefour  Tesco  RT-Mart  Aimai-Geant  Megaful

37 outlets  6 outlets  23 outlets  16 outlets  7 outlets

Carrefour
Carrefour is a major retailer in Europe, and operator of hypermarkets and discount stores worldwide. Carrefour is headquartered in France. They are the market leaders in Taiwan with 42 hypermarkets. They have plans to open up 3 to 4 new stores each year.

RT-Mart
Auchan is one of the largest retailers worldwide; they have about 320 hypermarkets and around 620 supermarkets in 12 countries. They are located in France. Auchan own 50% of RT-mart and have 26 hypermarkets in Taiwan, they have over 4500 people employed in Taiwan.
Supermarkets and Hypermarkets in Taiwan

The Taiwanese food retail industry has grown rapidly in recent years and will continue to grow steadily in line with the country's economic development. Rising incomes and increasingly busy lifestyles are making it possible for many Taiwanese consumers to choose convenience over cost, guaranteeing growth in certain segments of the business.

Taiwan food retail industry has entered a phase of maturity, with a growing number of mergers and strategic alliances expected to take place over the next few years, making it very difficult for smaller players to compete. The top players in Taiwan are Carrefour, RT Mart, Aimat Geant, Costco and Wellcome.
Manners and customs in Taiwan

The best time to plan a business trip to Taiwan is between April and September. January through March is a popular vacation period for businesspeople, and not as convenient.

When doing business in Taiwan there are several things to take into consideration.

When being introduced to someone for the first time, a nod of the head is an adequate greeting, followed by the exchange of business cards. Make sure that your name; title and company name is printed in English on one side and in mandarin on the other.

Business cards are an important part of everyday life in Taiwan. When handing them out make sure to use both hands. This also includes handing papers to someone.

When meeting friends or foreign educated Taiwanese, a handshake is an ample way of greeting. Keep eye contact to a minimum, especially with those older than you.

Taiwanese businessmen might have pretty bad English vocabulary and can easily slip into speaking Chinese even in a meeting with English speaking peers. Therefore those English speakers should maintain a strong authority to keep their attention.

Making and giving gifts is customary in Taiwan. When giving a gift to a Taiwanese, give a present that is considered sophisticated for example chocolates or cigarettes. It's also considered, as bad-manners to open a gift immediately, so don't be surprised if your gift is put aside to be opened in private.

There are a few guidelines when it comes to dressing up for business. Professional and conservative is always the best choice.

When doing business in Taiwan, men should wear a dark suite and tie. Women should wear business suits, conservative skirts and a blouse or dresses.
Doing business in Taiwan

International trade in Taiwan:
Taiwan has become a major investor in China, Thailand, Indonesia, the Philippines, Malaysia, and Vietnam. The tightening of labor markets has led to an invasion of foreign workers, both legal and illegal. Because of its conservative financial approach and its entrepreneurial strengths, Taiwan suffered little compared with many of its neighbors from the Asian financial crisis in 1998-99.

Legal system:
As opposed to countries such as the United States or England, the legal system in Taiwan is based on civil law tradition, more similar to Germany or Japan. One significant fact for foreigners doing business in Taiwan is that unless otherwise provided by law, legal documents do not have to be in Chinese. English legal documents are accepted in general and are as binding and effective as if they were written in Chinese.

Taiwan’s International competitiveness:
Taiwan, which is located in the heart of East Asia offers a number of advantages to multinational firms and investors. Taiwan has the shortest average travelling distance to several countries in Asia and the West Pacific, either by water or by air. This reduces the time and costs of doing business in the region. Taiwan’s location has been a key factor in becoming an international gateway for many multinationals that have selected Taiwan as the ideal location for establishing a presence in East Asia.

With its highly educated workforce, Taiwan has in recent years seen impressive growth in knowledge-based and service-orientated industries and has become a major global competitor with semiconductor, computer-related products, and telecommunications equipment amongst others.

The workforce also helps both local and international companies situated in Taiwan to constantly improve their business. With such abundant talent, Taiwan has become one of the world’s leading high-tech countries. Additionally, the government has been active in promoting policies, programs and legislation to encourage investment in new technologies and to facilitate free and fair competition.

Investment in Taiwan:
There are a variety of new investment opportunities in Taiwan. Some of the world’s leading high-tech industries are located in Taiwan, and some of the prime industries for potential investment: including computers, communication equipment, as well as electrical products. To encourage industrial expansion and upgrading and to increase economic growth, the executive Yuan provides low-interest loans to businesses to help upgrade small and medium sized enterprises.
Travel overseas to visit country

- Sometimes paid for by company
- Sometimes paid by students
Visit distributors and stores

Exportplan Hägges finbageri AB
Sälj & Marknadsbägskolan
Örnsköldsvik.


Salestar arbetar med många stora företag idag och har en god soliditet i bolaget.

Salestar har stora möjligheter att lista produktarna på de stora kedjorna pga. deras key account managers (KAM) arbete och stora nätverk. Vidare har man möjligheter att ta hand om all marknadsföring. De kan även sköta allt från distribution tills det att produkten säljs i butiken.

Waynes Coffee
Who makes the decision?

On site market research
Central Park
Rekommendation

Scenario 2

( HUS ) a scandinavian store

Korallen
Swedish company – Students test marketing food products in Toronto

- What do customers like
- What can be improved
- What are they willing to pay
- Where do they want to buy
- Contact those stores to determine their interest and how they prefer to buy and sell
Export Event

- Not just handing in report but also a high profile event
- Arrange an export evening with professional speakers who will attract attendees
- Companies and media invited
- Held in commercial location with food, beverages, gifts to speakers, etc.
- Costs - $400 donated from school
- The remainder of event costs covered by sponsorships or found by students
Framtidens säljare och marknadsförare
bjuder in till

Vi, studenter på Internationell marknadsföring och försäljning vid Folkuniversitetet, bjuder tillsammans med ALMI in Ert företag till en spännande kväll i inspirationens anda!

Våga prova nya vägar den 20 april!

Sponsor

VCP
VENTURE COMPETENCE PARTNERS

SEB

GABERT AB

ALMI
FÖRETAGSPARTNER
UPPSALA

CAFÉBAR

FÖRETAGSLOSTEN
UPPSALA

Samarbetspartners

Handelskammaren i Uppsala län

Internationell marknadsföring och försäljning är en tvåårig kvalificerad yrkesutbildning vid Folkuniversitetet i Uppsala.

Exporteventet är en del av utbildningen inom kurser Export- och Importkunskap.

Vi välkomnar två representanter från Ditt företag till Företagslosten på Salagatan 18 B i Uppsala den 20 april klockan 18.30 - 21.00. Under kvällen bjuder det på en kulinarisk buffet och förfriskningar.

OSA senast den 13 april till exportevent09@folkuniversitetet.se

Begränsat antal platser, först till kvarn gäller!
Arrange media coverage in advance
Studenter som gillar att sälja
Sälj- och marknadshögskolans elever ökar möjligheterna att nå ut

Långsiktigt finns det alltid efterfrågan på säljare
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>18.00</td>
<td>Mingel</td>
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<tr>
<td></td>
<td>Välkomstdrink samt lätta mat</td>
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<tr>
<td>18.30</td>
<td>Värdarna hälsar alla välkomna</td>
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<tr>
<td>18.35</td>
<td>Fredrik Norberg, Berns</td>
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<td>Presentation av Berns verksamhet</td>
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<td>18.40</td>
<td>Astrid W Corrman, VD Sälj- &amp; Marknadshögskolan</td>
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<td>Presenterar Sälj- &amp; Marknadshögskolan</td>
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<tr>
<td>18.50</td>
<td>Exportcase 1; Spirit of Maya</td>
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<td>Exportplan för lansering i Los Angeles, USA</td>
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<td>19.10</td>
<td>Mikael Mossvall, försäljningschef, Mackmyra Whisky</td>
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<td>Mackmyras framgång som enda svenska whisky</td>
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<td>19.40</td>
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<td>20.00</td>
<td>Rickard Cox, Sales Manager, Mercuri International Consultative Selling</td>
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<td>20.30</td>
<td>Exportcase 2; Xide</td>
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<td>Exportplan för lansering i Oslo, Norge</td>
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<td>20.50</td>
<td>Krust Arness</td>
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<td>Automatisk kväll</td>
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Preparation of food
Students arrange display before event and at breaks
Displays and discussions with guests
Displays and discussions with guests
Students
Host
Export
Event
It is not the strongest of the species that survive, nor the most intelligent, but the most responsive to change.

Charles Darwin
President of the University
Audience at presentation
Guest Speakers

Indian Ambassador to Sweden with Student host

Corporate Speaker
Export project presentations

Habia Teknofluor AB
More of Scandinavia

Exportplan

Storbritannien
SWOT - analys

Styrkor
- Svensk design - omtyckt
- Månderlag i ryggen
- Unika koncept - "byggbart"
- Mängkulturella
- Flexibla
- Marcus Samuelsson
- Använder sig av olika designers

Svagheter
- Tunn organisation
- Enbart en fabrik - stor och faller med den
- Ingen erfarenhet av den brittiska marknaden
- Ochotlig annonsering
Mingle at break with food and drinks
Presentation and discussions of reports
Gifts to speakers
What happens to students after completing the program?

- Identified a sample of graduates listed on Linkedin
- Not necessarily the strongest performers
- **Export project:** Launched software for game developer in UK. Travelled with CEO
- Graduated 2005
- Worked in international business for two companies
- Started two of his own companies doing business in NA, Europe and Japan
Did the report on Extenda
Graduated 2007
Marketing manager for Pharma company – Worldwide
Also operates her own company
Advisor for professional organizations
**Åse Granberg**
Visionary Entrepreneur and Investor
Uppsala, Sweden | Education Management

- **Current**: Coordinating Manager at Scandinavian Cougar
  - Coordinating Manager at BOOB MARKET
  - Education Coordinator at F U

- **Past**: Lecturer at Sida
  - Lecturer at Folkuniversitetet
  - Nobelredaktionen at TV4

- **Education**: Executive Management Institut
  - Edinburgh Business School
  - Heriot-Watt University

- **Connections**: 80 connections

- **Websites**: Company Website
  - Company Website
  - Company Website

- **Public Profile**: [http://se.linkedin.com/pub/%C3%A5se-granberg/16/2a1/58](http://se.linkedin.com/pub/%C3%A5se-granberg/16/2a1/58)

- Graduated 2008
- Made bet that she would be at the Nobel prize awards dinner
- Won the bet and got a job there, too
- Why? Her Attitude
Iréne Öhman
Marketing Coordinator at Habia Cable AB
Uppsala County, Sweden | Electrical/Electronic Manufacturing

- Graduated in 2007
- Project was to introduce products in Russia
- Was hired by the company

Current: Marketing Coordinator at Habia Cable AB
Past: Ceo/Marketing assistant at Habia Cable AB
Customer Service Representative at 3M Svenska AB
Projects for Corporate Marketing at 3M Svenska AB

Education: Uppsala universitet
Recommendations: 3 people have recommended Iréne
Connections: 90 connections
Public Profile: http://se.linkedin.com/in/ireneohman
Per Gunnarsson
VP of sales at Global batterier
Stockholm County, Sweden | Industrial Automation

- Graduated in 2000
- Has worked as a manager in 55 countries since then

Current: VP of Sales, Stationary Batteries at Global Batterier AB
Past: Account Director at Flexenclosure, Sales Director / Key Account Manager at Ascade, Account Manager at Basset
Education: IIM Business School, School of Economics at the University of Umeå / Mercuri International Sales Academy, Stockholm, Mid-Sweden University
Recommendations: 2 people have recommended Per
Connections: 338 connections
Websites: Company Website
Public Profile: http://se.linkedin.com/pub/per-gunnarsson/1/449/330
What do the heads of universities think?

- They love the program. It is the highlight of their education offerings.
- Past successes and positive response make it very easy to recruit students (high volume of applicants to available spaces)
- Locating companies eager to participate is easier due to quality of work students produce, economic benefits from skilled graduates
- In the first year, course coordinator cried. Could not believe what her students could accomplish.
What do the students think?

- They love it and hate it. High standards, hard work, but excellent achievements.
- They know the end result is up to them. The challenge gets them to perform beyond their expectations.
- They learn how to perform in groups under high pressure.
- Their belief in themselves because they understand that practical knowledge is required in the real world.
- The quality of work they produce is very professional.
- Experience applying what they learn gives them confidence to apply for any job in international business.
- Know they are very sought after by employers.
Who are the best performing students in school and later at work?

- Not always the brightest but those with the right attitude
- Those who are eager to learn, take on challenges and willing to make mistakes
- The ones that see opportunities and not barriers to success
- Willing to adapt, open-minded, creative

It is up to the instructor to challenge them
Why should you consider this type of education?

- You will produce professional exporters
- You enhance the image of your school
- You can easily recruit and select the quality of students you want
- You can also recruit professional educators with current/relevant business experience
- You will forge closer relationships with local industry
Other benefits and goals of the program

- Is it your mandate to produce key people for SME’s and to increase US exports?
- The National Export Initiative (NEI) goal is double exports over five years
- Prepare SMEs to export successfully by increasing training opportunities for both SMEs and SME counsellors.
- Your students could be the key to the SME success
Program resources and costs

- Students spend more time outside of class (working in groups or on projects) than inside
- Teaching hours could be reduced as students do more work on their own
- Recruitment and selection of students is key (attitude, problem-solving skills, ability to work as a member of a team, willingness to invest their time and money for results (good education=good job/pay)
- Students and University are investing in their future
- The importance of relationship building with local business as mentors/coaches, and future employers
- If instructors do not have all the experience required in international business, involve business as guest speakers and mentors
This short presentation has given you some insight into educating students to become successful in international business, using practical examples, hands-on learning and group work.

Summary

Why do I believe this will work for your:

- Students
- Companies

Discussion. Questions?