



**Virtual Training Workshop on
MSMEs Internationalization
Program (GMT)**

June 08 th , 2022	
9.00-9.10 a.m.	<p>Welcoming Speech of the Director-General of ICDT</p> <p>Presentation of the trainer and the Program</p>
9.10-10.25 a.m.	<p>Session I</p> <ul style="list-style-type: none"> • An introduction to the SMEs and the importance of going Global. • Mode of Internationalization and Entry strategies. • Self-evaluation of SMEs and identifying the gaps. • Methods to evaluate the overseas markets and market survey techniques. • Finding sources of information and support. • Steps in choosing the right foreign market. • Introduction to SMEs Internationalization Stages Model. <p>Questions & answers</p>
10.25-10.35 a.m.	Coffee break
10.35-11.50 a.m.	<p>Session II</p> <ul style="list-style-type: none"> • Importance of SMEs going E-commerce. • Overcoming barriers of Internationalization. • An introduction to International Marketing Plan. • Importance of support services such as Finance, HR, IT, Logistics and Marketing. • Importance of Personal Development & Training Requirements of SMEs' Entrepreneurs. • Tips & Techniques when participating in international trade shows and exhibitions. <p>Questions & answers</p>
11.50 a.m.-12.00 p.m.	Closing remarks of ICDT