

International Trade Partner

Target group: SMEs

- Objectives:
1. Help the participants to get started with exporting or to develop their existing international operations with a view to achieving long-term benefits
 2. Help the participants to enter a new market or improve their results in an existing market
 3. Find new business contacts in the target area

Structure: Twelve individually planned consulting days during a period of six months including
An initial meeting with the consultant and
A business trip to the target area (usually 3 days)

The content of International Trade Partner is customised to suit the requirements of each participant. The programme typically includes the following elements:

1. Initial meeting with the consultant: analysis of the current situation, plans and objectives, market research brief
2. Market research by the consultant, report with recommendations
3. Identifying and contacting potential customers or partners
4. Business trip to the target area with meetings
5. Final report with recommendations for the future

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