Training Course on Standards and Export Competitiveness

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's fiercely competitive global marketplace, **export competitiveness** is no longer a luxury, but a necessity. Businesses must navigate a complex landscape of international **standards compliance**, regulatory requirements, and evolving consumer expectations to achieve sustainable growth. This comprehensive training course equips participants with the essential knowledge and practical skills to enhance their export capabilities, ensuring their products and services meet global benchmarks and gain a significant competitive edge. Mastering **market access strategies** and **quality assurance frameworks** is crucial for businesses aiming to expand their reach and solidify their position in the international arena.

Training Course on Standards & Export Competitiveness delves into the intricacies of **trade facilitation**, empowering participants to understand and implement best practices for **supply chain optimization** and **product certification**. By focusing on **sustainable development goals** and the importance of **ethical sourcing**, participants will learn how to build a resilient and responsible export business. The course provides actionable insights into **risk management** and **international trade law**, enabling businesses to mitigate potential challenges and capitalize on emerging opportunities. Understanding **digital trade platforms** and leveraging **e-commerce strategies** are also critical components of this training, ensuring businesses can adapt to the evolving digital economy.

Programme Curriculum

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Course Duration

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Course Objectives

1. Master **international standards** (ISO, Codex, etc.) for product quality and safety.
2. Develop effective **export market entry strategies** and identify potential markets.
3. Implement robust **quality management systems** (QMS) for export compliance.
4. Understand and navigate **trade barriers** and regulatory requirements in target markets.
5. Optimize **supply chain logistics** and reduce export costs.
6. Gain proficiency in **product certification** and labeling requirements.
7. Leverage **e-commerce platforms** and digital marketing for export growth.
8. Implement **sustainable export practices** and meet environmental standards.
9. Apply **risk management strategies** to mitigate export-related challenges.
10. Understand and comply with **international trade law** and agreements.
11. Develop **negotiation skills** for international business transactions.
12. Utilize **market research tools** to identify emerging export opportunities.
13. Enhance **brand reputation** and build trust with international buyers.

Organizational Benefits

- Increased export revenue and market share.
- Improved product quality and customer satisfaction.
- Reduced compliance costs and trade barriers.
- Enhanced brand reputation and competitive advantage.
- Strengthened supply chain resilience and efficiency.

Target Audience

1. Export Managers and Executives
2. Business Owners and Entrepreneurs
3. Supply Chain Professionals
4. Quality Assurance Managers
5. Marketing and Sales Professionals
6. Trade Specialists and Consultants

7. Government Trade Officials
8. Small and Medium-sized Enterprise (SME) Owners

Course Outline

1. **Introduction to Global Trade and Standards:**

- Overview of international trade dynamics.
- Importance of standards in global commerce.
- Key international trade organizations (WTO, ITC).
- Introduction to major international standards (ISO, Codex).
- Understanding the impact of globalization on export markets.

- **Market Access and Entry Strategies:**

- Identifying target markets and assessing market potential.
- Developing market entry strategies (direct export, joint ventures).
- Understanding cultural and business etiquette in different markets.
- Utilizing market research tools for market analysis.
- Analyzing competitive landscapes.

- **Quality Management Systems (QMS) and Compliance:**

- Implementing ISO 9001 and other relevant QMS standards.
- Ensuring product quality and safety for export markets.
- Understanding regulatory requirements and conformity assessment.
- Developing internal audit processes for compliance.
- Documentation for QMS.

- **Product Certification and Labeling:**

- Understanding product certification requirements for target markets.
- Navigating labeling and packaging regulations.
- Obtaining necessary certifications and approvals.
- Ensuring compliance with specific industry standards.
- Understanding country specific labeling requirements.

- **Supply Chain Optimization and Logistics:**

- Managing international logistics and transportation.
- Optimizing supply chain efficiency and reducing costs.
- Understanding customs procedures and documentation.
- Implementing inventory management and warehousing strategies.
- Utilizing technology for supply chain tracking.

- **E-commerce and Digital Export Strategies:**

- Leveraging e-commerce platforms for export sales.
- Developing digital marketing strategies for international markets.
- Managing online payments and international shipping.
- Utilizing social media for brand promotion and customer engagement.
- Understanding data privacy in E-commerce.

- **Sustainable Exports and Ethical Sourcing:**

- Implementing sustainable export practices and environmental standards.
- Understanding ethical sourcing and corporate social responsibility.
- Meeting customer expectations for sustainable products.
- Navigating environmental regulations and certifications.
- Building a sustainable brand.

- **International Trade Law and Risk Management:**
  - Understanding international trade agreements and regulations.
  - Managing export-related risks and challenges.
  - Navigating dispute resolution mechanisms.
  - Developing risk management strategies for export transactions.
  - Insurance for international trade.
- **Financial Management for Export:**
  - Understanding export finance options.
  - Managing foreign exchange risk.
  - Understanding payment terms and methods.
  - Export credit and insurance.
  - Developing pricing strategies for export.
- **Negotiation Skills for International Business:**
  - Understanding cross cultural negotiation styles.
  - Developing effective negotiation strategies.
  - Resolving international business disputes.
  - Communication skills in international business.
  - Building long term international business relationships.
- **Market Research and Opportunity Identification:**
  - Utilizing market research tools.
  - Identifying emerging market trends.
  - Analyzing competitor strategies.
  - Developing market entry plans.
  - Utilizing trade data.
- **Branding and Marketing for International Markets:**
  - Developing a global brand strategy.
  - Adapting marketing materials for different cultures.
  - Utilizing digital marketing.
  - Managing international public relations.
  - Building brand trust.
- **Trade Finance and Export Documentation:**
  - Understanding letters of credit.
  - Managing export documentation.
  - Understanding incoterms.
  - Managing customs documentation.
  - Utilizing trade finance instruments.

Training Methodology

- Interactive lectures and discussions.
- Case studies and real-world examples.
- Group exercises and simulations.
- Expert guest speakers and industry insights.
- Practical workshops and hands-on activities.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org **or call** *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com