

EXCELLENCE IN EXPORTING
MAKING THE
WORLD
OUR
MARKETPLACE
FEATURE SPEAKER **MICHAEL STRAWSON**

Diamond Room, Hyatt Regency Hotel
May 19th – 22nd 2010

For further information contact
the Training Unit at 623-5507 ext 335
or email training@bdc.co.tt

www.bdc.co.tt

Visit us at 

Session I

FREE Evening Business Forum
“Exporting a Practitioner’s Perspective”

May 19th, 2010
1:00pm – 4:00pm

Session II

A-Z of Export Management

Institute of Export, UK
Two Day Workshop

May 20th & 21st 2010
9:00am – 4:00pm

Topics covered inclusive of:

- An introduction to Exporting
- Export Market Research
- Costing, Pricing and Quoting strategies
- Product Development
- Risk Assessment and Management

TT\$2,500 +VAT per person
Registration deadline date – May 12th 2010.

Session III

One on One Business Meetings

with Export Expert Michael Strawson

May 22nd 2010
9:00am – 12:noon

**One on One Business Meetings
and Product Demo’s**

with BDC Business Development Officers

May 22nd, 2010
10:00am – 4:00pm



Feature Speaker
Michael Strawson

Mike’s career in International Trade spans 50 years. He has worked in both the UK and overseas for large and small businesses. His overseas experience includes acting as an Export Salesman, a Buyer for importers, managing booths at International Exhibitions, seeking and appointing Agents and Distributors and troubleshooting export issues. He has also managed a small factory where 90% of the output was exported.

For the last 13 years Mike has been managing The Export Trainer Ltd, delivering training and consultancy to a wide range of companies and institutions. These include the British Government, major British Banks, UK and Overseas Chambers of Commerce, Eurochambres, Universities in UK and Iran, Professional Institutions in UK, France, Malaysia and Singapore. He is a trainer for the Institute of Export. He is the co-author and editor of an Import Guide and a contributor to an Export Guide. This breadth and depth of experience is incorporated into all his presentations.

Target Market – This programme is designed for Export Managers, Export Officers or any company interested in successfully starting, developing or expanding their export business.