



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Export Marketing and Market Entry

3 day course

Classroom, online or in-house

Course overview

Continental trade arrangements have lowered tariff barriers without lowering the practical ones, and most failed export attempts fail on distribution, payment and standards rather than on demand. This course covers entering a market properly. Delegates work through market selection and screening against realistic criteria, assessing demand and competition at a distance, and entry mode from direct export through agents and distributors to local presence, with the control and cost each involves. Standards, certification and labelling requirements are covered, since they stop consignments. Pricing for export including landed cost and terms follows. Payment, credit risk and getting paid are addressed. The course closes on appointing and managing a distributor and on the commitments an export market requires.

What you will learn

- Screen and select target markets against realistic criteria
- Assess demand and competition in a market at a distance
- Choose an entry mode and understand its control and cost
- Meet standards, certification and labelling requirements
- Price for export including landed cost and trade terms
- Manage payment, credit risk and collection across borders
- Appoint and manage a distributor and sustain the commitment

Who should attend

- Export and international sales managers
- Business owners entering regional markets
- Trade promotion and development agency staff
- Marketing staff supporting export activity
- Manufacturers and producers seeking new markets

Course outline

- 01 Lower tariffs, unchanged practical barriers
- 02 Market selection and screening
- 03 Assessing demand and competition at a distance
- 04 Entry modes and their control and cost
- 05 Standards, certification and labelling
- 06 Export pricing and landed cost
- 07 Payment, credit risk and collection
- 08 Appointing and managing distributors

Upcoming dates

Dates	Venue	Format	Fee per delegate
30 September to 2 October 2026	Nairobi, Kenya	Classroom	USD 995
18 to 20 January 2027	Online	Online	R6,500
27 to 29 January 2027	Dar es Salaam, Tanzania	Classroom	USD 995
3 to 5 February 2027	Casablanca, Morocco	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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