

## Learning from the Best – Lessons from Germany’s Export Champions

### Objectives

After attending this workshop, participants will be able to:

- Apply the success strategies of Germany’s export champions to their own organisations
- Develop and implement a step-by-step approach to translate these strategies into measurable objectives and action plans

### Contents

- Overall corporate objectives of the export champions
- Market selection and market definition
- Specialisation in product and know-how
- Global selling and marketing
- Closeness to top customers
- Integration of marketing and technology
- Innovation
- Customer needs and competitive performance
- Outsourcing and strategic alliances
- Leadership and employees
- Integrating the secrets of success – the final lesson
- Applying the success strategies to your own company
- Developing a step-by-step approach to translate the strategies into measurable objectives and action plans

### Methodology

Lectures, moderated discussion, group work, case studies and presentations

### Target Group

Top Managers of medium-sized companies

### Prerequisite

Intermediate level of English

### Duration

3 days