

Export Marketing & Internationalisation

Intensive Online-Course with 3 Webinars

What are the key aspects for doing business with Germany and other European countries? How products and technologies can be sold in other regions? What kind of competences are needed for doing international business successfully? These and other questions for successful export marketing are discussed in the seminar. Further, the concept for Integrated Management and Leadership IMLead® is presented as a framework to manage international marketing activities in a structured way.

About the Expert

Bertram Lohmüller was born in 1963 in Tübingen (Germany). For his first degree he studied civil engineering at Stuttgart University. His second degree – a master degree in International Marketing – made Bertram at Reutlingen University. In his first job he worked for 7 years in the construction industry in the areas innovation management and project management. Parallel to his work in industry he made his PhD at Cranfield School of Management (UK) with a thesis about the key drivers of product innovation in German manufacturing industry.

He is managing partner at Export-Akademie Baden-Württemberg and professor for innovation management & leadership at Steinbeis University Berlin | SGIT Steinbeis Global Institute Tübingen. Currently, he is building up so called centres of excellence for green technologies and market development in Argentina, India, Russia, South Africa. The main issue of these centres is to support companies for doing business with Germany and European countries. Framework for managing international business successfully is the concept Integrated Management & Leadership IMLead®. Based on this concept many companies are consulted so far to improve their marketing and sales performance and to enter the German and other international markets successfully. Over the last 20 years more than 2000 top-managers from all over the world were trained by Bertram Lohmüller.



For detailed information please contact Ms. Cornelia Röhm

Contact and Registration

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- Content:**
- Marketing and market planning
 - Intra-channel relationship success model
 - The 10 key steps for success in exporting
 - Digitisation and online marketing & sales
 - Fixing the general marketing strategy & strategies to face volatile markets
 - Framework for successful marketing & sales based on the IMLead® concept for Integrated Management & Leadership with refer global marketing & sales
 - How to do business with Germany
 - Discussion

- Goals:**
- Getting clear about the topic global marketing & sales
 - Knowing the Intra-channel relationship success model
 - Knowing the marketing circle and the key steps for success in exporting
 - Learning the seven elements of the IMLead® concept and link them with key aspects for international marketing
 - Knowing the key challenges for doing business with Germany

- Method:** **Online Training**
- Registration on the learning platform eabwlearn.org
 - Preparation with handouts provided on the learning platform <https://eabwlearn.de>
 - 3 webinars with 1,5 hours duration
 - Examples from industry and checklists
 - Discussion

- Target Group:**
- Middle and top management

- Date:** 16:00-17:30 hours (Berlin time) on following days
- Webinar 1, Thursday 23th April 2020
 - Webinar 2, Friday 24th April 2020
 - Webinar 3, Monday 27th April 2020

Language: English

Expert: Prof. Dr. Bertram Lohmüller, Export-Akademie Baden-Württemberg

Place: Online | Computer with latest internet browser is required

Price: 210.- Euro per person (net price for companies) | for private persons +19% VAT

Registration: Further information and registration: <https://eabw.org>

Certificate: Certificate of participation from Export-Akademie Baden-Württemberg

