



Concept Note

Empowerment Program for MSMEs (MSM2EP)

Virtual Training Workshop on MSMEs Development of Export Marketing Plan

December 5th, 2022

Context	Within the framework of the implementation of the new strategy of the Islamic Centre for Development of Trade (ICDT) relating to the Trade Facilitation and Investment Promotion Program (2022-2025), the ICDT has developed training modules to build capacities of managers of Most Small and Medium-Sized Enterprises (MSMEs) of OIC Member States. The program dedicated to MSMEs is called (MSMEs Empowerment Program/MSM2EP) and consists on supporting these enterprises in the field of training, participation in fairs and exhibitions, buyer-seller meetings (B2B), involvement in the management of the value chain of products and services, sharing experience and their expertise.
Objectives	The objective of the workshop is to train MSMEs owners on how to develop a basic export marketing plan when they decide to go international, to allow businesses to investigate their target market and determine how their products can successfully fit into it, and to provide a blueprint for MSMEs marketing activities in exporting their products to each market.
Participants	The workshop is open to all MSMEs owners who want to be involved in exporting their products, beginners in their entrepreneurship career, young graduates who inspire to be future entrepreneurs, anyone who is interested in export for future business growth, and employees who want to enhance their knowledge in export or international trade.
Expected results	<ul style="list-style-type: none"> • Understanding how to select the right international market and how to develop an Export Marketing Plan; • Mastering the Export Marketing approach and strategies and their application.
Organizer(s)	ICDT
Languages	English and French
Trainer(s)	Mr. Irshad CADER (Australia)
Responsible	Mrs. Soumya ELHASSANI ELIDRISSI Email : s.elhassani@icdt-oic.org
Date and Time	December 5 th , 2022, from 9:00 a.m. to 12:00 p.m. GMT
Format	Virtual: link: https://us02web.zoom.us/webinar/register/WN_hUbDaXNkQqm5H5_xUR0uUQ



**Virtual Training Workshop on
MSMEs Development of Export Marketing Plan
Program (GMT)**

December 5th, 2022	
9.00 – 9.10 a.m.	Welcoming Speech of the Director-General of ICDT Presentation of the expert and the Program
9.10 – 10.30 a.m.	Session I <ul style="list-style-type: none">• How to conduct overseas market research?• Setting the international marketing goal;• Choosing the right target market;• Financial and Human resources. Questions & Answers
10.30 – 10.40 a.m.	Coffee break
10.40 – 11.50 a.m.	Session II <ul style="list-style-type: none">• Developing the marketing strategies - 4P's (Product, Price, Promotion, and Place);• Choosing the right entry strategy;• Understanding the trade agreements and trade incentives. Questions & Answers
11.50 a.m – 12.00 p.m.	Closing remarks of ICDT