

INTERNATIONAL BUSINESS & TRADE STRATEGIES

"Expand Global Reach with Smart Trade Models, Market Entry Tactics, and Risk Controls"

Schedule

Date	Venue	Fees (Face-to-Face)
19 - 23 Jul 2026	Cairo, Egypt	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Navigating today's global business landscape requires strategic thinking, market insight, and risk-resilient planning. This course provides a comprehensive understanding of international trade dynamics, cross-border business models, global supply chains, and regulatory frameworks.

Designed for business leaders, trade professionals, and policymakers, the program emphasizes real-world strategies for market entry, partnership building, export development, and navigating trade agreements. Participants will enhance their ability to lead growth across global markets.

Objectives

By the end of this course, participants will be able to:

- Analyze global trade environments and economic trends
- Design effective international market entry and expansion strategies
- Structure trade agreements, partnerships, and export plans
- Assess and manage international trade risks and compliance obligations
- Leverage international trade finance, logistics, and INCOTERMS
- Align global operations with strategy and regulatory realities

Why Attend

- Build strategic capabilities for global business development
- Gain insights into emerging markets, trade blocs, and FDI flows
- Understand risk and compliance in cross-border operations
- Strengthen your ability to manage global partnerships and negotiations
- Learn from global best practices and case-driven discussions

Target Audience

This program is designed for:

- International trade and export managers
- Strategic planners and market development professionals
- Business owners expanding into global markets
- Trade and investment promotion officials
- Supply chain, legal, and compliance professionals

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking in international business development
- Understanding of global market forces and regional agreements
- Risk assessment and mitigation in cross-border trade
- Financial and logistical planning for international operations
- Negotiation and partnership-building skills

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved strategic planning for global expansion
- Enhanced international compliance and trade risk management
- Stronger export development and global partnership models
- Greater market intelligence and adaptability
- Efficient alignment of trade operations with business goals

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Trade ecosystems, treaties, and economic blocs
- Case Studies - Real trade expansion and negotiation outcomes
- Workshops - Entry strategy design, trade risk exercises, FTA analysis
- Peer Exchange - Cross-sector and regional collaboration
- Tools - Trade finance instruments, market screening templates, INCOTERMS

Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Global Trade Landscape and Business Environment

- Module 1: Global Trade Structures and Emerging Trends (07:30 - 09:30) • Globalization, protectionism, and supply chain shifts
- Module 2: International Economic Zones and Trade Blocs (09:45 - 11:15) • WTO, EU, NAFTA, RCEP, AfCFTA
- Module 3: Regulatory and Political Risk (11:30 - 01:00) • Sanctions, trade policy shifts, and political exposure
- Module 4: Workshop - Country Risk Assessment (02:00 - 03:30) • Analyze trade opportunity and risk in selected markets

Day 2: Market Entry and Growth Strategies

- Module 5: Modes of Market Entry (07:30 - 09:30) • Exporting, licensing, joint ventures, direct investment
- Module 6: Partnering and Local Alliances (09:45 - 11:15) • Channel selection and distributor management
- Module 7: Localization and Cultural Intelligence (11:30 - 01:00) • Adapting products, pricing, and messaging
- Module 8: Workshop - Develop a Market Entry Plan (02:00 - 03:30) • Build a tailored entry strategy for a target market

Day 3: Trade Finance, Logistics, and INCOTERMS

- Module 9: Trade Finance Instruments (07:30 - 09:30) • Letters of credit, guarantees, forfaiting, factoring
- Module 10: International Logistics and Supply Chains (09:45 - 11:15) • Routing, documentation, freight forwarders
- Module 11: INCOTERMS 2020 and Risk Allocation (11:30 - 01:00) • Delivery obligations and liability transfers
- Module 12: Workshop - Compare INCOTERMS Scenarios (02:00 - 03:30) • Apply correct terms in simulated contracts

Day 4: Compliance, Documentation, and Risk Mitigation

- Module 13: Export Controls and Customs Requirements (07:30 - 09:30) • Documentation, tariffs, certificates of origin
- Module 14: Legal and Contractual Considerations (09:45 - 11:15) • Dispute resolution, IP protection, contract clauses
- Module 15: ESG, Ethics, and Sustainable Trade (11:30 - 01:00) • Ethical sourcing, anti-bribery, responsible trading
- Module 16: Workshop - Build a Compliance Checklist (02:00 - 03:30) • Create a checklist for global trade activities

Day 5: Strategic Planning and Final Simulation

- Module 17: Strategic Trade Planning and Integration (07:30 - 09:30) • Align trade strategy with corporate goals
- Module 18: Monitoring, Evaluation, and Performance Metrics (09:45 - 11:15) • KPIs for trade expansion and partner performance
- Module 19: Final Simulation - International Expansion Pitch (11:30 - 01:00) • Present a global market entry proposal
- Module 20: Group Debrief and Certification Briefing (02:00 - 03:30) • Wrap-up and forward planning

Certification

Participants will receive a Certificate of Completion in International Business & Trade Strategies, validating their capabilities in designing, managing, and growing global trade operations aligned with strategy, compliance, and sustainable success.

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