

Experts: Ferry Böhnke and Kathrin Seelige

30th of March 2021

Training Session 3

China's inspection and disinfection procedures for imported food products amid COVID 19

Export-related trainings for companies

Training:

Setting up export promotion services in agri-food sectors

Project:

Support of Regional Economic Cooperation in Asia (SRECA)



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How are you feeling today?

:-d = 😄

:-) = 😊

:-| = 😐

:-(= 😞

Agenda

Part 1 – China's inspection and disinfection procedures for imported food products amid COVID 19

1. Short welcome of the day
2. China's requirements on imported cold chain food products & edible agro-products (CCIC)
3. Interpretation of the inspection and quarantine policy of imported food at Chinese ports during the COVID-19 pandemic (CCIC)
4. Questions and answers

Part 2 – Export-related trainings for companies

1. Review of the assignment
2. Training topics for export-related trainings
3. Training delivery and planning
4. Financing of export-related trainings
5. Regular training improvement
6. Task for the next week
7. Questions and answers



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Today's topic: Offering training!

Let's go to www.menti.com !

Enter the Code: 9497 8955



 **Mentimeter**

7

completed tasks from last week's session have been send to us.

Which product did you chose for the task?

cashmere

Cashew Nuts

Woven fabric of wool

Cashew nut

Black pepper

Cashew Nut

Fresh longan fruit

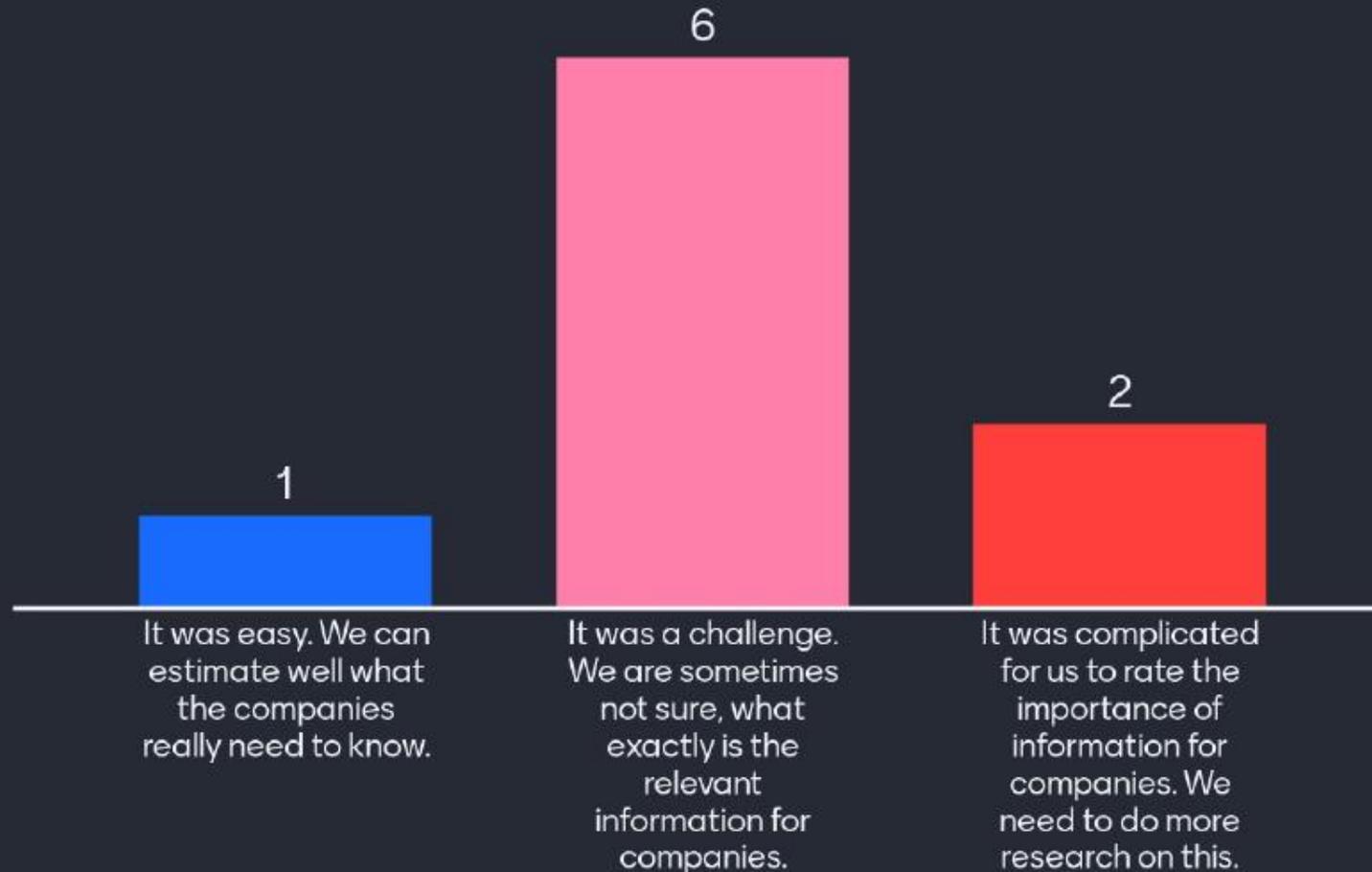
Mango

Cashew Nuts

Black peper

Oyunbileg

Was it difficult for you to assess which information is really the most relevant for the target group (companies)??



Why did you not complete the task? You can select more than one answer.



I / We did not have the time.



I did not really understand what to do.



It was too complicated for our BSO to complete.

0

Our BSO does not really need to do such market research at this time.



Another reason

With regard to the two sessions on market research - please value the following statements::

The information was new to me and very helpful.

6.6

Our organization will likely use the input to improve our market information for companies.

6.8

Market research is complicated and difficult for our institution to realize.

2.8

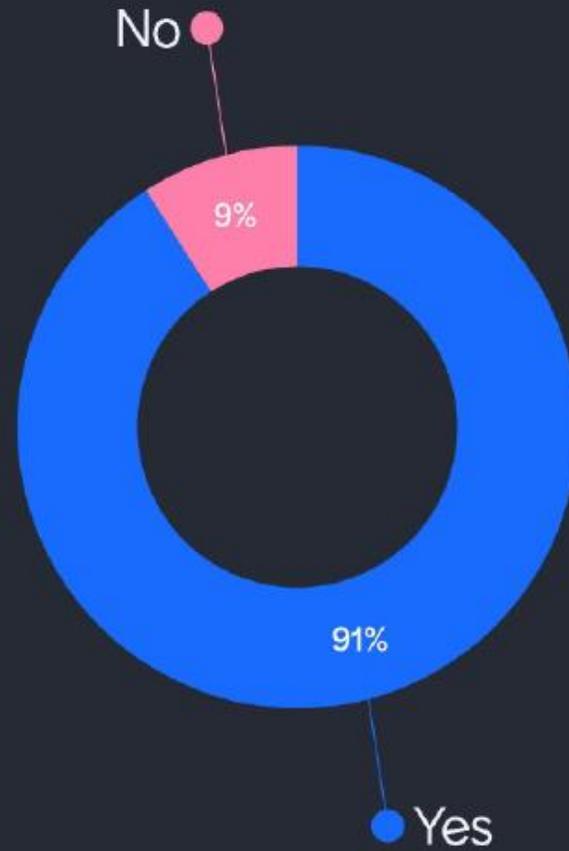
Market research is important to provide to our target groups.

8.5

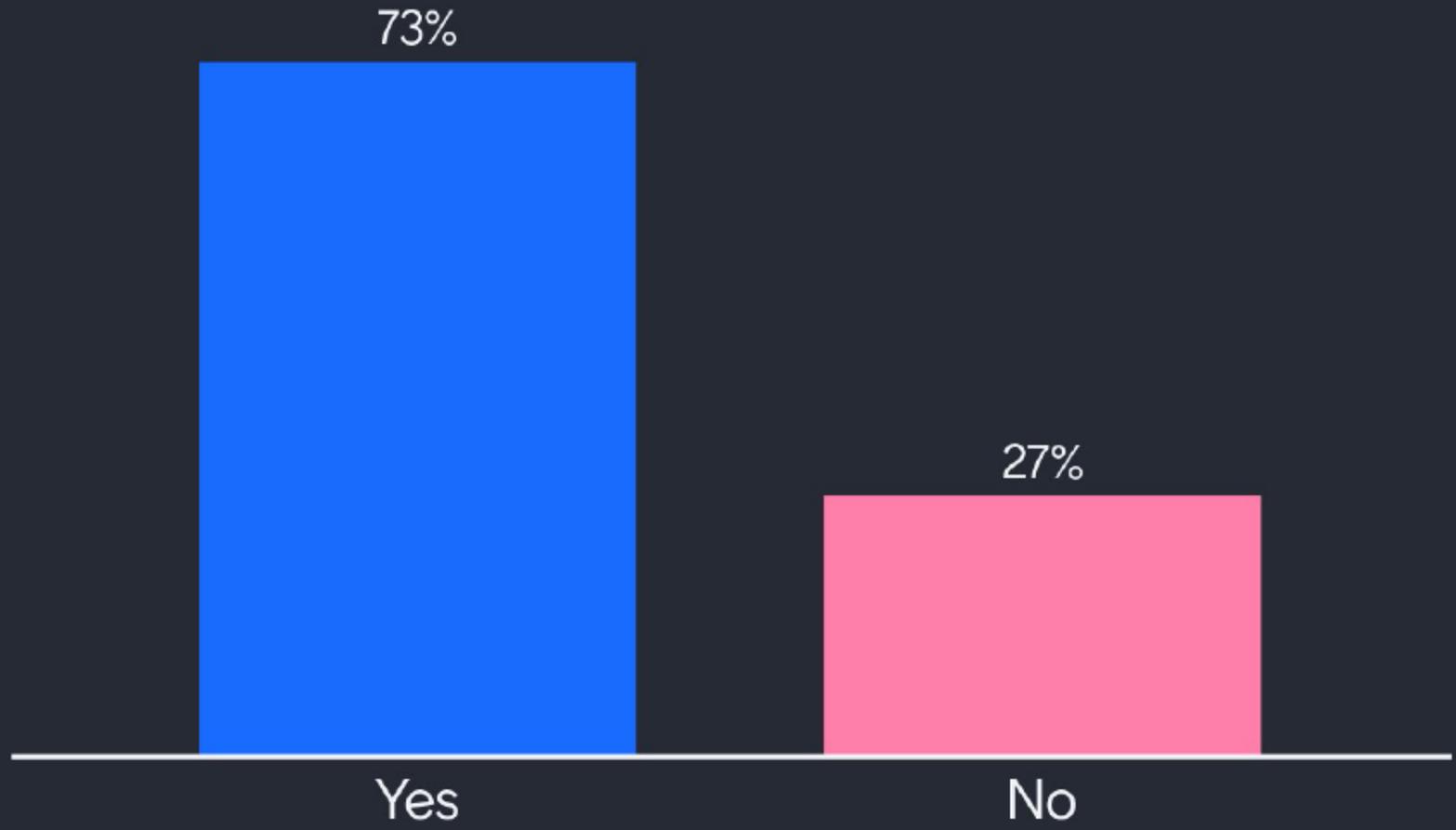


Today's subject: Training services for companies

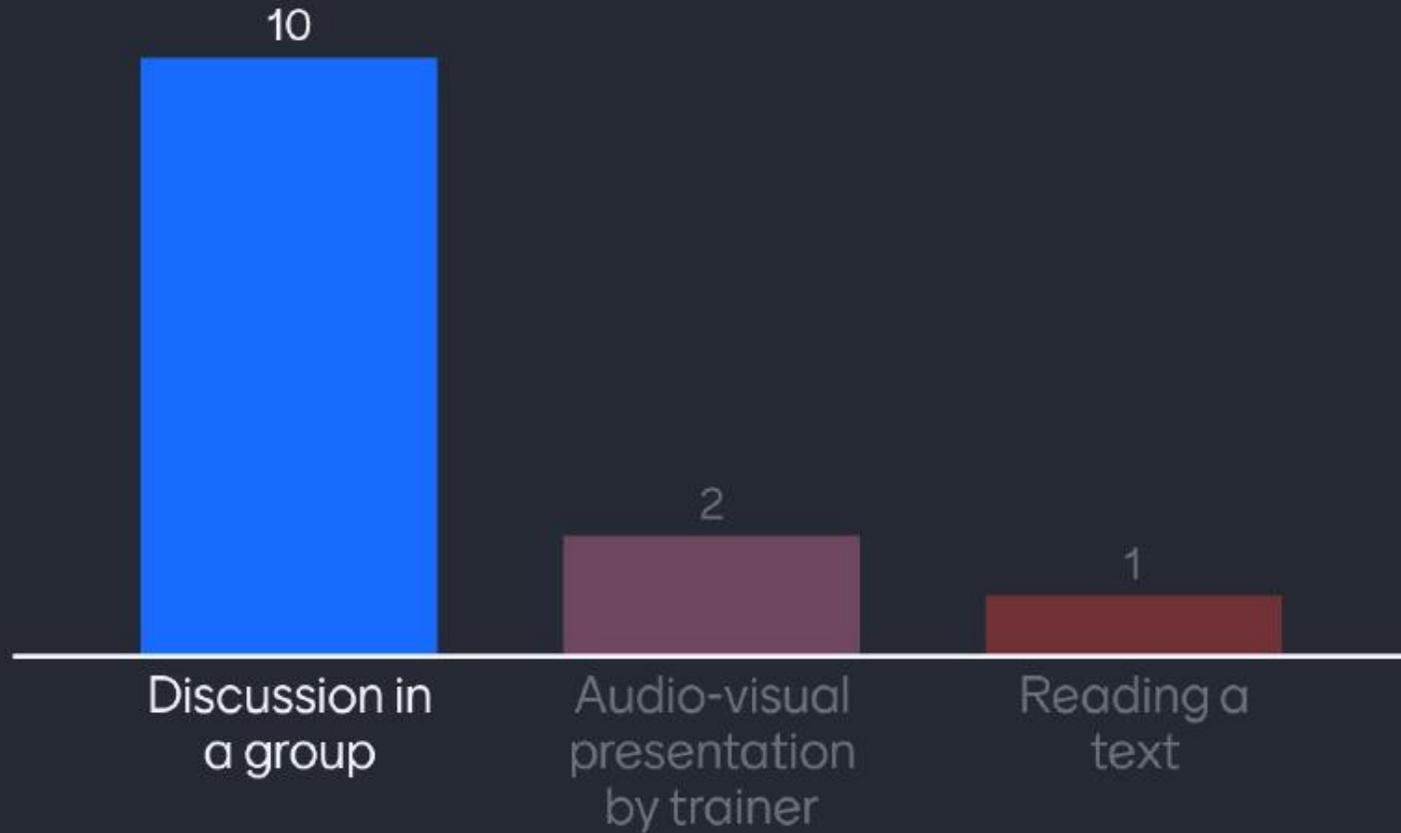
Does your institution organize trainings for companies?



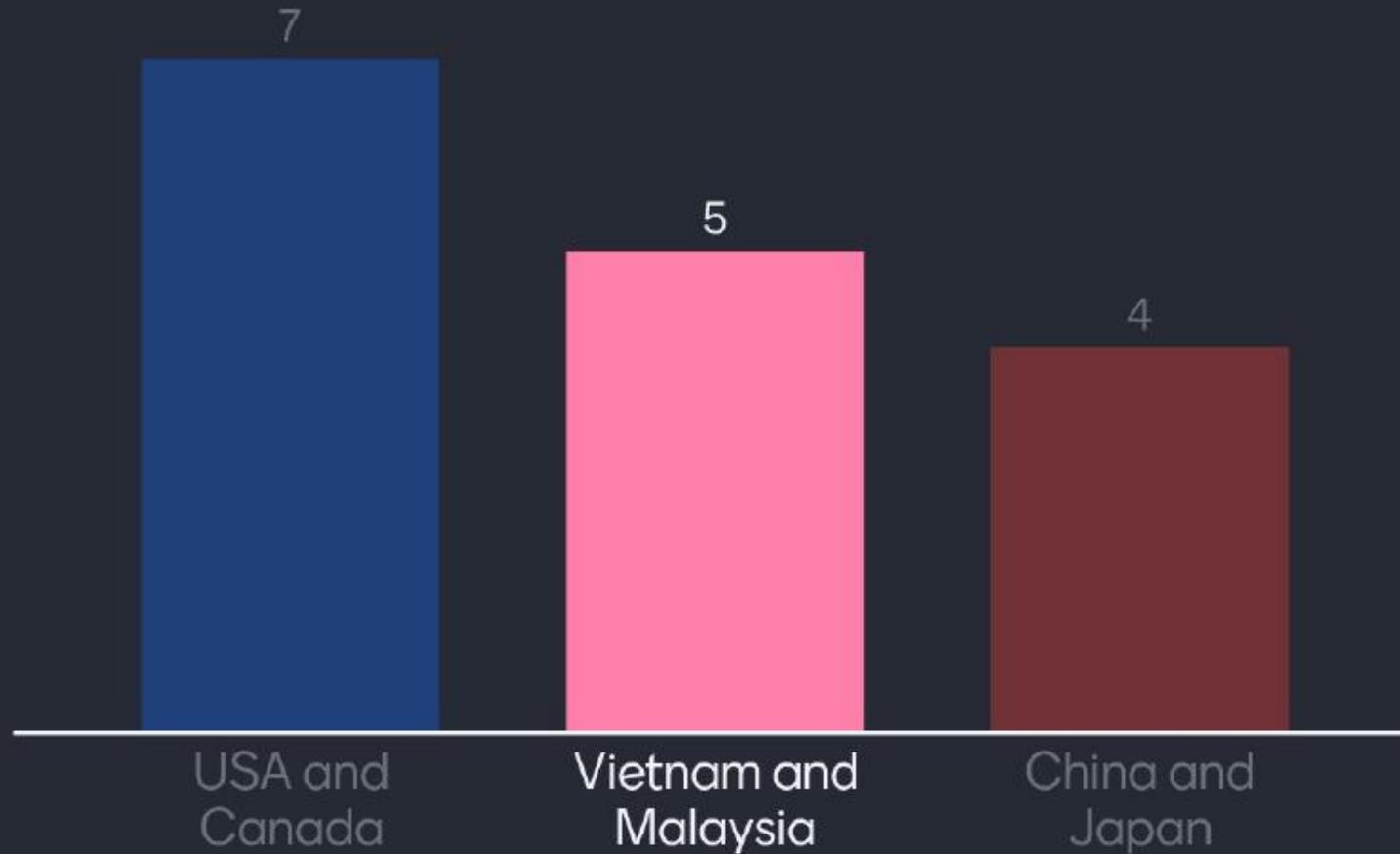
Are you yourself sometimes acting as a trainer?



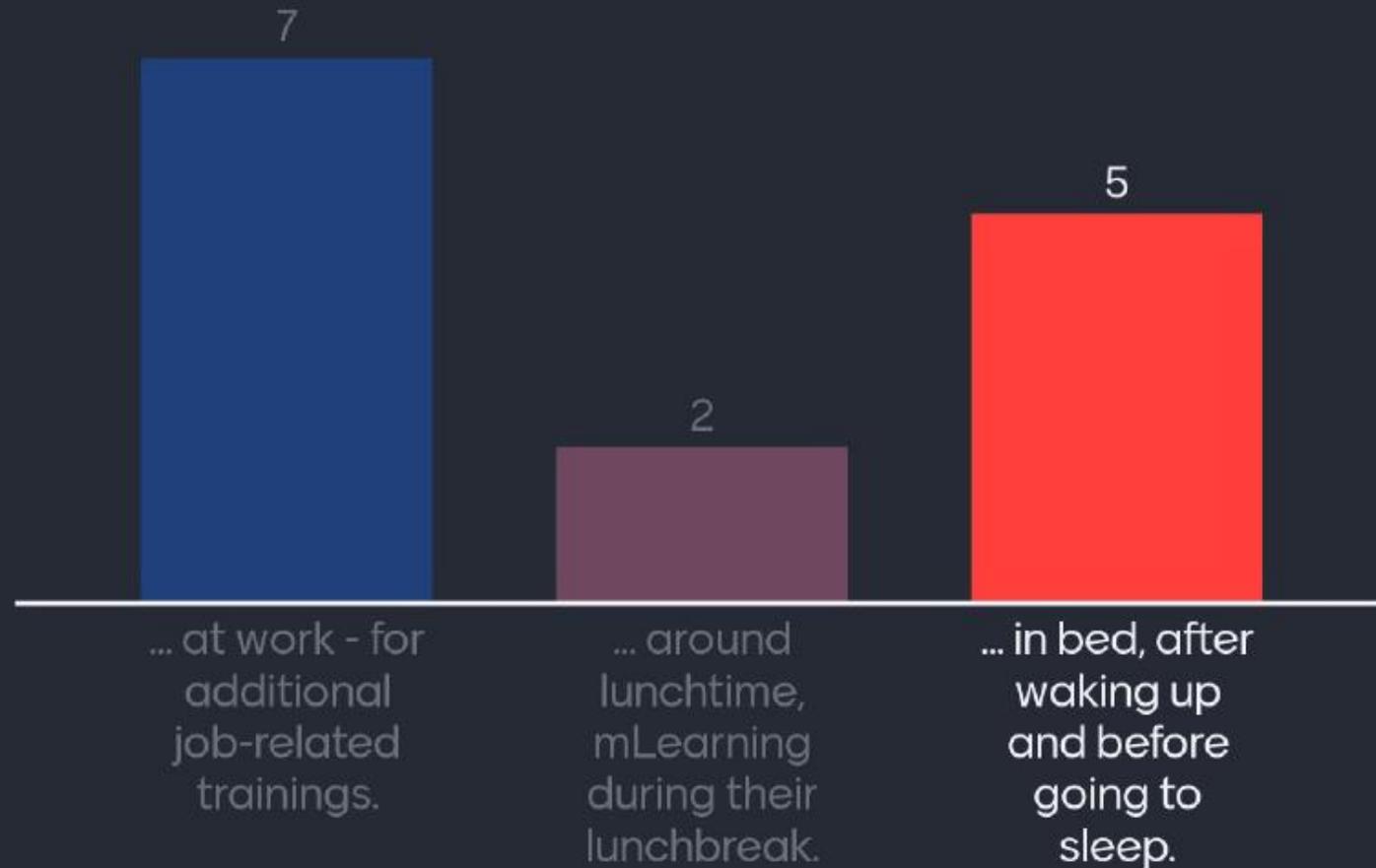
What is the most effective way for people to learn new things?



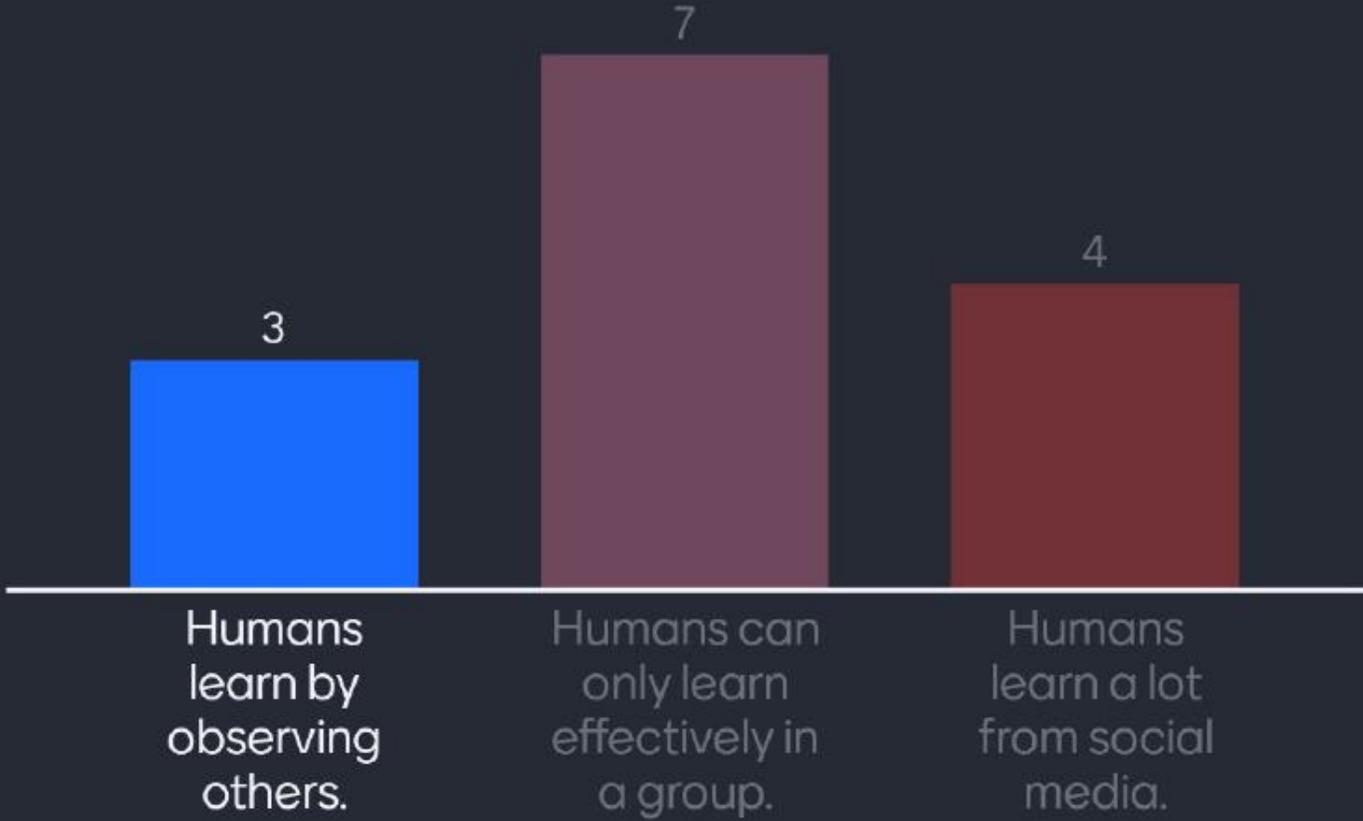
Which two countries constitute the world's fastest growing markets for eLearning?



Studies have shown that people use mobile learning apps mostly ...



What does the concept of "social learning" stand for?





Training topics for export-related trainings





When it comes to export promotion ...

What topics for training come to your mind?



Training topics for export-related trainings

Development of
export marketing
plans

Market research for
companies

Product ⇔ market
trends and chances

Product ⇔ market
specific legal
requirements

Preparation for
trade fair visit/
participation

Preparation for
virtual B2B events

B2B contact
management

Digital marketing skills
(e.g. website development,
Linkedin etc.)

Business mentality
in different target
markets

Language skills,
particularly English

Intercultural skills

Training topics can be combined in a number of ways

Development of export marketing plans

Market research for companies

Product ⇔ market trends and chances

Product ⇔ market specific legal requirements

Preparation for trade fair visit/participation

Preparation for virtual B2B events

B2B contact management

Digital marketing skills (e.g. website development, LinkedIn etc.)

Design the training to the specific needs of the clients and the situation!

Business mentality in different target markets

Language skills, particularly English

Intercultural skills

Training examples

1-day workshop for companies on exporting agricultural products to Europe (Kyrgyzstan)

Workshop program

Monday, April 8 th	
WORKSHOP for companies: "Export of agricultural and natural products to the European market: opportunities and requirements"	
8:30-9:00	Registration
09:00 – 09:15	Opening of the Workshop
09:15 – 10:30 ●	The European Market: Facts and Trends
10:30-10:45	Coffee break
10:45 – 12:00 ●	The European Market: Opportunities
12:00 – 13:00	Lunch
13:00 – 13:45	<i>Kahoot game on the European Market</i>
13:45 – 14:30 ●	GSP+
14:30-14:45	Coffee break
14:45-15:45 ●	Legal and Non-legal Requirements
15:45 – 16:15	Experience from Kyrgyz companies
16:15-16:45 ●	Certification process from "BIOServise" company

Hints and recommendations:

- Introduce some fun methods into each training! – But with a learning objective, of course!
- Ask experienced companies to share their experiences! The learning effect of such networking and individual story telling is impressive!



Training examples

1-day workshop for companies on exporting agricultural products to Europe (Mozambique)

Hints and recommendations:

- In order to give weight to a specific training, you can have a short contribution of a political official.
- It is also very beneficial to give short individual coaching to companies, for example at the end of the day or give individual coaching hours on the next day!

Programme

13:30 – 14:00	Registration & Welcome coffee
14:00 – 14:10	Welcome and introduction: <ul style="list-style-type: none"> • Introduction of the expert of the IPD • Presentation of the agenda for the day Maria Krause , Junior advisor for the GIZ project "Supporting sustainability aspects in the implementation of EU Economic Partnership Agreements (NEW)"
14:15 – 14:30	Presentation: The SADC-EU-EPA <ul style="list-style-type: none"> • Introduction to the SADC-EU-EPA and tariff schedules Kaluwa Vergamota , EU Delegation Maputo
14:30 – 14:45	Presentation: Customs-related preparatory steps to be taken <ul style="list-style-type: none"> • Which requirements in terms of customs are necessary prior to exporting? tbc , Autoridade Tributária
14:45 – 15:30	Presentation: The European food sector: Market trends, segments and channels <ul style="list-style-type: none"> • What are chances, what are hinderances for Mozambican producers? Kathrin Seelige , IPD Expert Sourcing & Purchase
15:30 – 15:50	Coffee Break
15:50 – 16:30	Presentation: Legal and non-legal market access requirements of the European market <ul style="list-style-type: none"> • Which requirements are necessary for a company to fulfil? Birgitt Boor , IPD External Sourcing Expert
16:30 – 17:15	Presentation: Preparation of a successful market entry <ul style="list-style-type: none"> • How can your company make a first step towards the EU market? Kathrin Seelige , IPD Expert Sourcing & Purchase and Birgitt Boor , IPD External Sourcing Expert
17:15 – 17:45	Q&A: Discussion of your questions and concerns <ul style="list-style-type: none"> • Take the opportunity to ask the experts! Kathrin Seelige , IPD Expert Sourcing & Purchase Birgitt Boor , IPD External Sourcing Expert Maria Krause , Junior advisor for the GIZ project "Supporting sustainability aspects in the implementation of EU Economic Partnership Agreements (NEW)"
17:45 – 18:00	Short individual consulting of company participants <ul style="list-style-type: none"> • If you wish to discuss your personal company situation with the expert in order to receive a feedback concerning your chances to successfully enter the European market, please mention this in your email inscription to the workshop!



Training examples

1-day workshop for companies on exporting cosmetic products to Europe (Namibia)

Hints and recommendations:

- In addition to describing the requirements of the European market, have a session on country-specific challenges.
- Give enough time for specific questions! In workshops which are already very detailed, each company will have its own specific questions. This is very valuable to give time to discuss.

Programme

08:30 – 09:00	Registration
09:00 – 09:15	<p>Welcome note: Ndiitah Nghipondoka-Robiati, CEO NTF</p> <p>Introduction & Presentation of the agenda for the day: Maria Krause, Junior advisor for the GIZ project "Supporting sustainability aspects in the implementation of EU Economic Partnership Agreements (NEW)"</p>
09:15 – 10:00	<p>Presentation: A Namibian perspective – the challenges and opportunities the Namibian cosmetic sector faces to become export ready</p> <ul style="list-style-type: none"> • Companies are invited to share 2 points they are struggling with to get their products to market.
10:00 – 11:00	<p>Presentation: The European cosmetics sector: Market trends, segments and channels</p> <ul style="list-style-type: none"> • What are chances, what are hinderances for Namibian producers? <p>Kathrin Seelige, IPD Expert Sourcing & Purchase</p>
11:00 – 11:15	Coffee Break
11:15 – 12:30	<p>Presentation: Legal and non-legal market access requirements of the European market</p> <ul style="list-style-type: none"> • Which requirements are necessary for a company to fulfil? <p>Birgitt Boor, IPD External Sourcing Expert</p>
12:30 – 13:30	Lunch Break
13:30 – 14:15	<p>Let's kahoot! Interactive game to check your knowledge on the EU cosmetics market</p> <ul style="list-style-type: none"> • Learn interactively about most important issues, trends and demands! <p>Kathrin Seelige, IPD Expert Sourcing & Purchase</p>
14:15 – 15:30	<p>Presentation: Preparation of a successful market entry</p> <ul style="list-style-type: none"> • How can your company make a first step towards the EU market? <p>Kathrin Seelige, IPD Expert Sourcing & Purchase</p>
15:30 – 16:00	<p>Q&A: Discussion of your questions and concerns</p> <ul style="list-style-type: none"> • Take a look at the Industry Growth Strategy plans for the cosmetics sector for 2018 – how do activities support the sector to take Cosmetics 'Made in Namibia' international <p>Dagmar Honsbein, GIZ/MITSMED Industry Growth Facilitator for the Cosmetics Sector</p>

Training examples

1-day workshop on the GlobalGAP certification (“GlobalGAP World Tour”) in Ethiopia

Ser. No.	Program	Responsible Person	Title	Facilitator	Time
1.	Registration of participants	-		EHPEA	8:30 AM - 9:00AM
2.	Program Introduction and Opening Speech	Ato . Tewodros Zewdie,	EHPEA, Executive Director	-	9:00 AM - 9:05 AM
4.	Keynote Address	Ato Alem W/Gerima	Director General, Ethiopian Horticulture Development Agency (EHPDA)		9:05 - 9:15 AM
5.	GLOBALG.A.P. for Flowers and Ornamentals and the Benchmarked Standard	Wro. Helina Getachew	Training Dept. Head, EHPEA		9:15 - 09:40 AM
6.	Presentation on Container Management	Mr. Les Hillowitz	Crop Life Africa Middle East		09:40 AM - 10:10 AM
7.	Discussion on Presentations	Wro. Helina Getachew and Mr. Les Hillowitz	EHPEA Training Dept. , Crop Life Africa Middle East	Ato Tewodros, Ato Alem	10:10 AM - 10:30 AM
Tea Break					10:30 AM - 11:00 AM
8.	Vitality of GLOBALG.A.P. for EU Market	Mr. Constantin Kostyal	Fruits and Vegetable Expert		11:00 AM - 11:35 AM
9.	GLOBALG.A.P. update V5	Dr. Elmé Coetzer-Boersma	VP / Head of Standards, GLOBALG.A.P.		11:35 AM - 12:10 PM
10	Discussion on Presentations	Dr. Elmé, Mr. Constantin Kostyal		Ato Tewodros, Ato Alem,	12:10 PM - 1:00 PM
	Closing remarks		EHPEA	-	1:00 PM - 1:05 PM
Lunch					1:05 PM - 2:05 PM
11.	Farm Visit	EHPEA	Aleme, (Holeta)	EHPEA	2:10 PM - 6:30 PM

Hints and recommendations:

- Partner up with the expert organizations! It's often a win-win situation to get experts!
- Extremely valuable are onsite visits, for example for courses on certification. Visit an already certified enterprise who shows the others how they are managing the theory in practice!

Training examples

A digital training on digital marketing

- 10 training sessions with the following topics:
 1. Homepage success factors →
 2. Goals-Product presentation-About us
 3. Usability Key Success Factors
 4. High ranking in Google keywords - content
 5. High ranking in Google url - metatags
 6. High ranking in Google site - socials
 7. SM strategy and LinkedIn →
 8. Facebook and Instagram
 9. YouTube and SM management
 10. Towards a digital marketing strategy



Homepage success factors



ENGAGE, EXCITE AND CONVINCE YOUR KEY CLIENT

1. What is your main offer to your key clients + What are their interests and needs?
2. Why you? What makes you different? What are the benefits for the key client(s)? What is your promise?
3. Generate trust: experience, market coverage, testimonials, quality and sustainability management, certifications, awards
4. Wow pictures and videos
5. Pull the visitor deeper into the site

In less than 5 seconds!



Channels, objectives and content

	Meta objective	Content	Tone of voice
LinkedIn	→ Establish authority → Find and connect with buyers → Grow your network in groups (communities of interest and practice)	→ Knowledge sharing → Product → Process → Sustainability	→ Business-like → Factual
Facebook	→ Establish a positive image of the (cultural) identity of the company → Increase brand awareness and brand ambassadors	→ Let your products and people shine → Your positive action towards society and environment → Brand values → Fun facts → Visuals	→ Light → Sense of humour → Positive emotion
Instagram			
YouTube	→ Support your brand values and authority → Convince → Search engine ranking	→ Your product benefits → Brand values and emotion → Your processes → Your sustainability actions etc	→ Business-like → Factual → Positive emotion → Keywords.....



Training examples

Market research for companies – adapt the information from our session 1!

Hints and recommendations:

- You do not need to reinvent the wheel! If you have participated in a good workshop, you can copy the agenda and the content (if there is no copyright infringement, of course).

1. **Short Welcome of the day**
2. **Market Research – What to use it for ?**
3. **How to do good Market Research ?**
4. **Assignment: Draft your market research**



Training examples

Sales and direct contacts with European buyers (1 day of a 3-day training in Tunisia)

Program “Sales and direct contacts with buyers”

Time	Subject
Morning	<ol style="list-style-type: none"> Intercultural expectations and challenges <ul style="list-style-type: none"> What are the expectations of European buyers? What are the intercultural obstacles in communicating with European buyers? Practical exercises on intercultural issues Introduction to a consultative selling approach « Blue Ocean Strategy »
Afternoon	<ol style="list-style-type: none"> Sales techniques <ul style="list-style-type: none"> What are the most important aspects when speaking directly to buyers for the purpose of hosting B2B meetings? How to formulate an “Elevator Pitch” How to structure a sales speech or a sales email? Practical exercises on sales techniques

Hints and recommendations:

- Include practical exercises into the trainings!
- Don't only explain techniques, give participants the time to work with these techniques!



Training examples

1-day workshop before a joint trade fair participation – morning

08:30-09:00 Registration & Get-together
09:00-09:20 Welcome Gunnar Bellstedt Room: 504
09:20 – 10:00 Hints and recommendations for a succesful sales negotiation Gunnar Bellstedt Room: 504
10:00-10:30 Coffee break
10:30-11:15 Do´s and don'ts + code of conduct Teresa Hüttenhofer Room: 504
11:15-12:00 Market Trends Ferry Böhnke Room: 504

Hints and recommendations:

- A training exercise which belongs to a particular event has many advantages:
 - Participants get to know each other.
 - Knowledge directly beneficial for the success of the event can be transferred.
 - Administrative requirements can be handled directly.



Training examples

1-day workshop before a joint trade fair participation – afternoon

Group 1 Microfertile, IEKU Greens, Tiba, Asian Agro Products, Fungo, Phytopharm	Group 2 SCOPEGA, Zalli Foods, Agroproduct, Ceyshine Corporation, Brundo International, Agro Oil, United Gums	Group 3 BSO representatives
Contact person: Irina	Contact person: Jan	Contact person: Tabea
12:45-14:30 Sales Training Gunnar Bellstedt Room: 504	 <p>12:45-14:30 Decoration Manuela Müllritter Location: at your booth!</p>	12:45 - 13:15 Introduction to BSO-Training Market Intelligence Tabea Mack & Ferry Böhnke Room: 511a
14:30-16:15 Decoration Manuela Müllritter Location: at your booth!	14:30-16:15 Sales Training Gunnar Bellstedt Room: 504	13:15 - 14:15 Insights into the Indonesian sector of essential oils, extracts and seaweed Dika Rinakuki Room: 511a
		14:15 - 14:30 Break
		14:30 - 16:00 Preparation workshop for Market Intelligence Studies at the fair Ferry Böhnke Room: 511a
		16:00 - 16:15 Break
16:15 - 17:15 Follow up process Teresa Hüttenhofer & Ferry Böhnke Room: 504		16:15-17:15 Communication training for BSO representatives Gunnar Bellstedt Room: 511a
If you have not completed the decoration of your booth, you can continue.	If you have not completed the decoration of your booth, you can continue.	

Hints and recommendations:

- You can divide the group into sub-groups! This enables a better learning experience.
- Seemingly basic topics are sometimes practically very relevant!

Training examples

Training for companies: How to develop an export marketing plan

Export Marketing Plan

Training content



Subjects

1. Current Situation & Export Objective
2. Internal (company) Analysis
3. External Analysis / Market Research
4. Confrontation Matrix & Go/no-go decision
5. Market Entry Strategy
6. Action Plan
7. Financial Plan

Depending on the group, the sector or the preferences, miscellaneous subjects can be added:

- a. Marketing instruments
- b. Cultural differences
- c. Trade partner selection
- d. Stake/shareholder involvement
- e. Building business networks in new markets
- f. Change management



Training examples

Training for companies:

How to prepare and plan a follow-up of business contacts

Hints and recommendations:

- Visualize processes for the trainees.
- Train the whole process and not only one single aspect at a time!
- Give tools which trainees can later on use easily, for example checklists!

Prioritise

- Sort the completed contact forms according to their priority (A, B, C).

Research

- Find out more about the contacts you made via website research if necessary.

Follow-up

- Send personalized thank-you mailings for visiting.
- Send requested documents, materials, business offer etc.
- Contact visitor by phone to make sure he/she has received the email.
- Try to arrange a meeting in Peru or other measures to be taken.

Strengthen your relationship

- Keep in steady touch and keep yourself in the mind of the visitor:
- Corporate newsletter: 3 - 4 times a year, information about new products, projects, achieved awards and certifications etc.
- Personal invitations (upon occasion)
- Personal contacts by phone: 2 - 3 months, information about new products and projects, small talk, how is business going etc.
- Connect with them on social media platforms e.g. Facebook, Twitter, LinkedIn etc.



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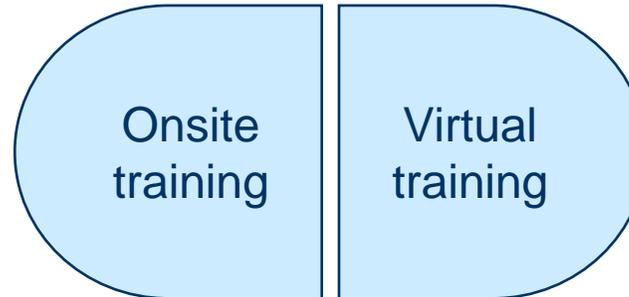
Training delivery and planning



Training delivery and planning

Different methods for delivering a training – training set-up

- Good to establish personal contacts.
- Easy to organize if you have training room.



- Good to reach people outside the capital city.
- Beneficial for handling participants who missed a session.

- Good for discussions and group work.
- Better option for assignments and direct learning.



- Good to reach many people at the same time and distribute knowledge.

- People are fully concentrated and take necessary time for the training.



- Easier inclusion of training in regular activities.
- Participants can digest training content easier.

Training delivery and planning

Different methods for delivering a training – trainers

In-house trainer	External expert
Advantages	Advantages
Organization builds up internal expertise	Trainer is in-depth expert
No extra costs for expensive experts	BSO staff does not need to invest time
Trainings can be repeated easily	Training soft skills are often better
Direct relationship with clients is strengthened	Disadvantages
Disadvantages	Costs need to be financed
Training consumes time of staff member	Knowledge does not stay with BSO
Staff needs to build up expertise	Dependency on experts

Hints and recommendations:

- Use a mixture of external and internal trainers for the yearly training program.
- When having an external expert, team up with a staff member to enable staff to build up expertise.

Training delivery and planning

Useful methodology to support in-house trainers – Director’s Script

- Staff members of BSOs might not be used to training people – but they can learn to do it!
- Elaborate a Director’s Script for the training:
 - Establish not only the agenda, but the content of each topic!
 - Define learning targets / objectives for each part of the training!
 - Select a method for each topic!

Director’s Script template will be uploaded to the platform.

	Time	Title of topic	Content of session	Learning targets for participants	Method	Facilitator
1	5min	Welcome and introduction	<ul style="list-style-type: none"> • Overview of training agenda for the day • Quick introduction round of participants 	<ul style="list-style-type: none"> • Understanding agenda of the day and time frame • Get to know other participants 	<ul style="list-style-type: none"> • e.g. <u>presentation</u>, <u>discussion</u>, <u>etc</u> 	<ul style="list-style-type: none"> • Name of trainer
2	10min		<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
3	20min		<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
4	30min		<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •



Financing of export-related trainings



Financing of export-related trainings

Can our organization afford the training? – Can the participants afford the training?

- The conduction of a training costs money. → The BSO should always do a budget!
- Purpose of the budget:
 - Define the overall costs for a training → needed for the annual budget planning!
 - Define the resource paying for the training! Where can you mobilize the necessary budget within your organization, with partners, with the help of state subsidies?
 - Define the participant fees for the training!
 - Become each time more efficient when conducting trainings!

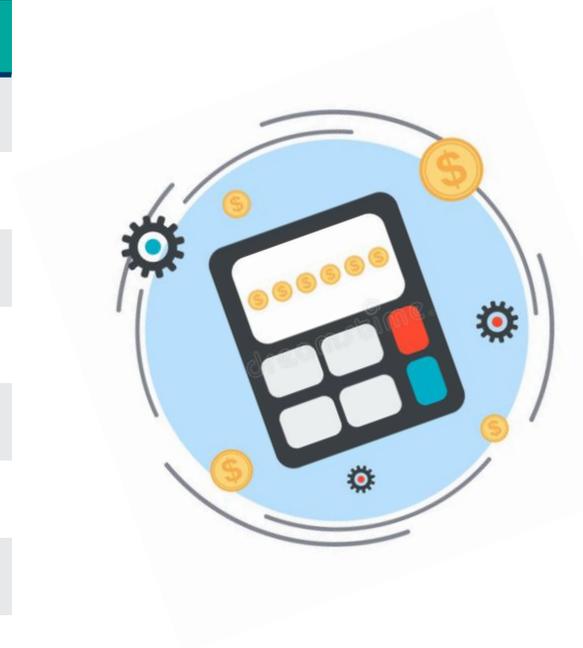
- **What items must be considered for a training budget?**
Type your ideas in the chat!

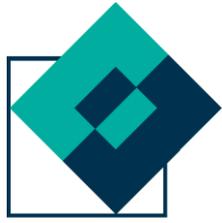


Financing of export-related trainings

Relevant costs and revenues

Expenditures	Revenue
Location for training	Participation fees
Room rental, catering, etc.	Subsidies from partners
Costs for trainers	
Salary, travel costs	
Training material	
Printed material, USB, paper, etc.	
Advertisement of training	
Costs for flyers, radio adds, etc.	





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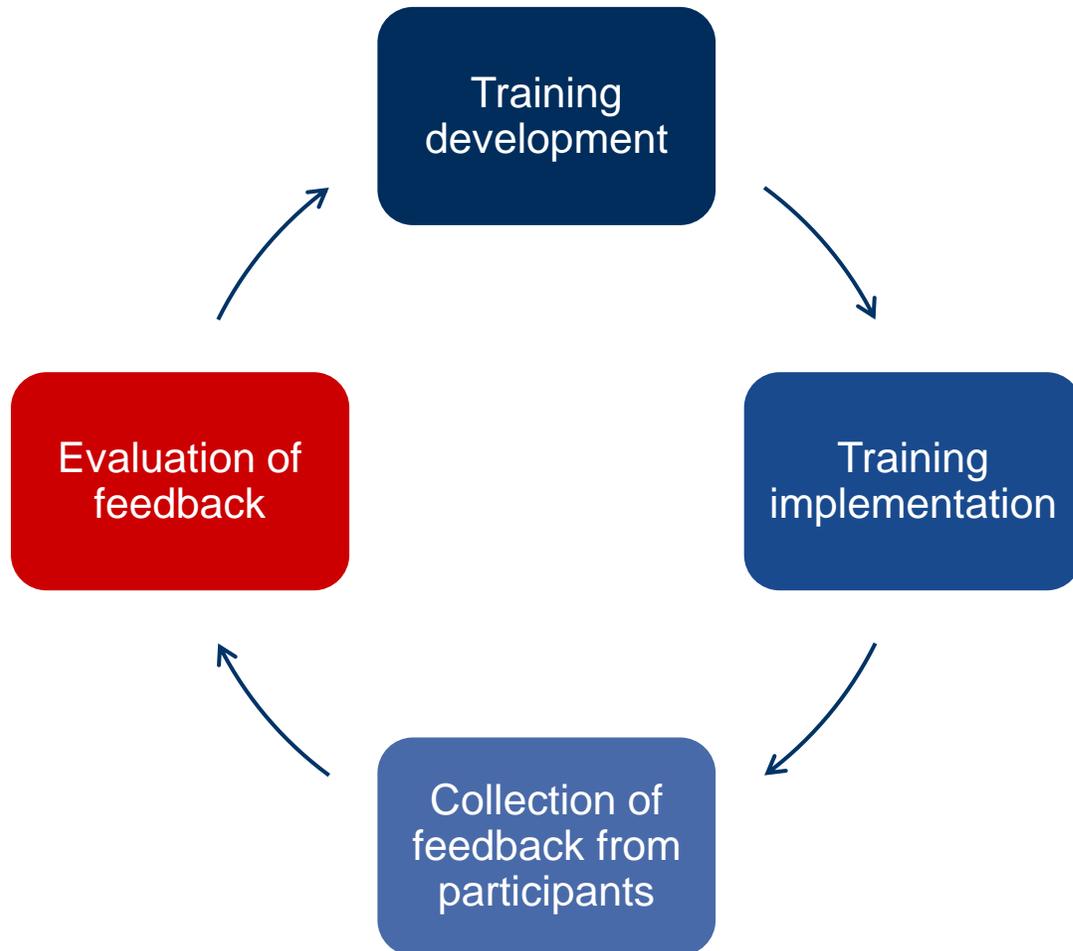


Regular training improvement





The training cycle – development of the training never ends



Feedback collection

Hints and recommendations

- Feedback can be collected in different ways:
 - Exercise during the training – Example →
 - Open discussion with trainees at the end of the training
 - Feedback questionnaire on paper
 - Feedback questionnaire online
 - www.surveymonkey.com
 - www.getfeedback.com
 - www.qualaroo.com
- Several ways of collecting feedback can be combined.
- Plan a time during the training for filling in the feedback questionnaires – avoid low participation rates!





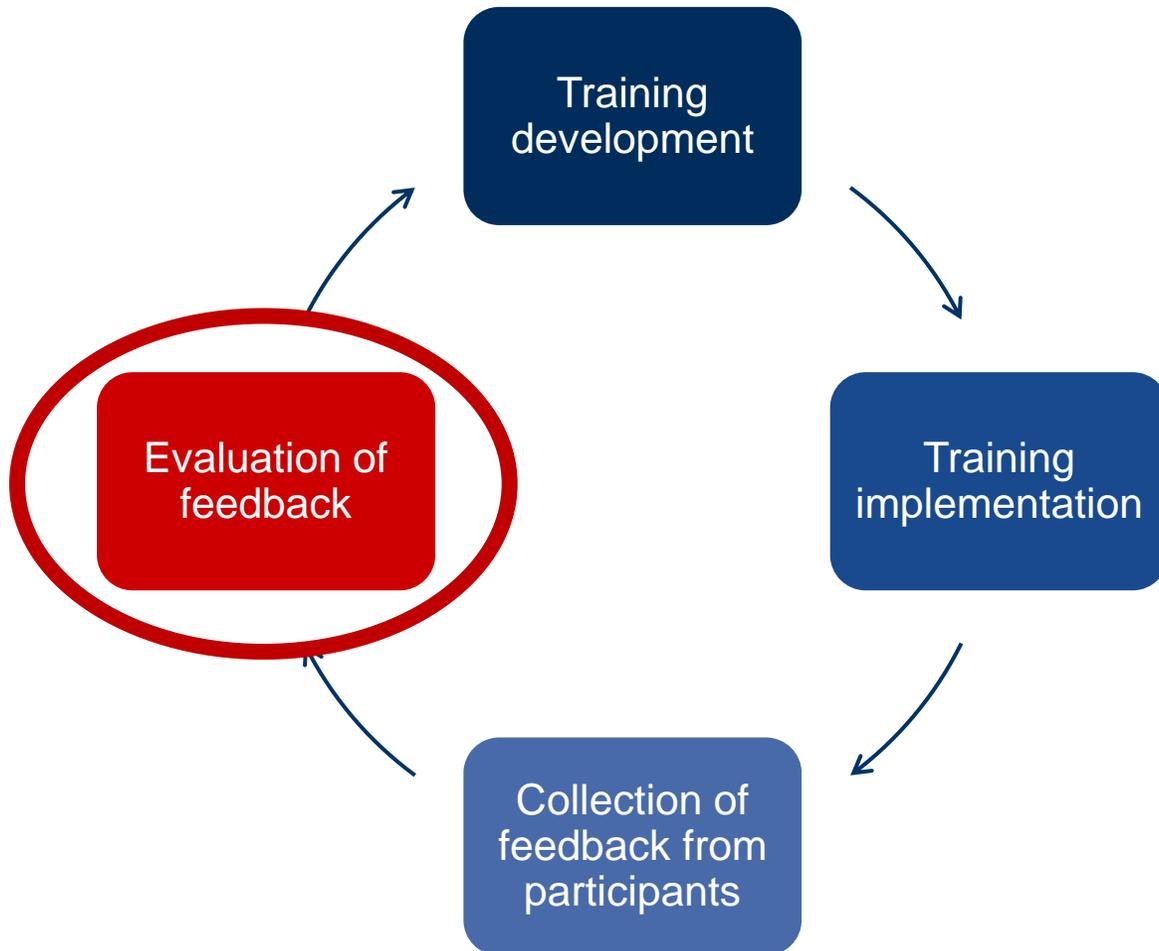
Feedback collection

Feedback questionnaires

- Feedback questionnaires should be short and anonymous:
 - Paper questionnaire: not more than 2 pages
 - Online questionnaire: should not take more than 5min
- Issues that you should ask about:
 - The relevance of the different subtopics of the training!
 - ➔ Was all content relevant to participants? Were there points missing in the training?
 - The satisfaction with the trainer(s)!
 - ➔ Was the trainer knowledgeable enough and had a good training method?
 - Suggestions for improvement!
 - ➔ Participants might have really good ideas how you can adapt the training.
 - Overall satisfaction with the whole training!
 - ➔ Use this rating for further promotion of the training!
 - Satisfaction with the price-performance ratio!
 - ➔ A content customer will recommend your training to others.

Some examples of feedback questionnaires will be uploaded on the platform

The training cycle – development of the training never ends



Don't forget to feed the feedback back into your training!





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Task for the next week





Task for the next week

Planning a training activity

- Task 3 will be to plan a realistic training activity which your BSO can/wants to offer.
- You need to develop 2 separate documents:
 - Document 1 – Agenda of the training
 - Discuss which kind of training you would like to implement and write the agenda!
 - Document 2 – Budget of the training
 - Define all the financial aspects and quantify them!
- You will find the description of the task uploaded onto the platform!
- You can use any kind of format to submit the 2 documents (e.g. WORD, EXCEL)
- Choose a training which you would like to implement within the upcoming 6 months!





Do you have any questions?





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