

Export Accelerator Programme

September 2008

INDEX

1. The Export Accelerator Programme	3
2. Export Accelerator Course content.....	4
3. How will you and your company benefit?	5
5. The Application Process	6
6. Management of the Programme	7
7. About the New Zealand School of Export.....	8

1. The Export Accelerator Programme

Following the success of its SMART BUSINESS acceleration programmes, Vision Manawatu has work with the New Zealand School of Export to develop an Export Accelerator programme for companies who want to increase their exports.

The programme has three distinct stages:

- NZTE online Business Assessment
- Export Accelerator Course
- Post course support

NZTE online Business Assessment

This is a newly launched service which aims to simplify the information companies provide agencies which are assisting them. For more details go to: <https://www.businessassessment.co.nz/>

Export Accelerator Course

A ten week course (see overleaf) commencing Tuesday 23rd September up to and including Tuesday 25th November, with a graduation on 2 December 2008.

The course will run at the Vision Manawatu offices on Queen Street, Palmerston North from 4.30pm -8.00pm including a light meal.

The course is aimed at providing a rapid development of individual and company export capability by:

- Development of export knowledge and skills
- Helping to prepare a company's own export plan for a specific market
- Applying the ideas and subjects in a practical way
- Providing access to free information sources including the School's online Export Library & Information Service (ELIS), NZTE and Export New Zealand

Post course support

- Providing mentoring (Mentors will be identified in partnership with the companies)
- Providing continued access to ELIS and other services

2. Export Accelerator Course content

WEEK	DATE	SUBJECT AND PRESENTER
1	23 Sept	<i>The Big Picture</i> Dr Romuald E. J. Rudzki, Director NZSOE
2	30 Sept	<i>Am I invisible?</i> Alison Vickers, Head of Marketing, NZSOE
3	7 Oct	<i>Information is Power</i> Graeme Siddle, Head of Library & Information Services, NZSOE
4	14 Oct	<i>Getting to Market</i> Guest speaker from logistics company
5	21 Oct	<i>Going Native</i> Bob Walters, CEO, Export New Zealand
6	28 Oct	<i>To Market, To Market</i> Alison Vickers, Head of Marketing, NZSOE
7	4 Nov	<i>The Paper It's Written On</i> Guest speaker from international law company
8	11 Nov	<i>Show Me the Money!</i> Steve Davey, ANZ Bank
9	18 Nov	<i>The Big Leap</i> Dr Romuald E. J. Rudzki, Director NZSOE
10	25 Nov	<i>Facing the Future</i> Guest speakers from successful export companies
11	2 Dec	<i>Graduation Dinner</i> All course participants and guests

Participation, active involvement and questions from participants during sessions will be encouraged and expected. Participants can bring along real problems from their own business situations and solve them in collaboration with the group.

3. How will you and your company benefit?

On the completion of the 10-week course you will have developed your own export plan for a target foreign market of your own choosing. This can then be used as a template for other markets.

The plan will be a step-by-step map with the aim of:

- Increased international profile
- Increased overseas customer enquiries
- Increased export sales
- Better understanding of international competitors in your industry
- Prediction of future global trends in your industry

4. Participating Company's Commitment

The investment we require from you and your company is your time and commitment to implement the acquired knowledge and skills into your company. The Export Acceleration Course takes 10 weeks of intense up-skilling. This is a fully-funded programme by New Zealand Trade & Enterprise as part of its role in supporting companies.

Companies agreeing to partake in the programme will be required to attend each of the 10 course sessions and commit to the follow up coaching process afterwards.

There will be an initial selection process, and once selected for the programme, you will be asked to complete the NZTE Business Assessment and to allow Dr Rudzki to undertake a strategic review of your company based on the information you have provided. This will help to provide content and focus to meet your particular needs during the course.

All companies and individual associated with the programme will be expected to sign a Commitment Form to ensure attendance at each session. In addition, in order to allow participants to talk freely about the problems their company faces, you will be asked to maintain confidentiality through signing a Non-Disclosure Agreement.

At the end of each session of the course, you will be asked to complete an evaluation of the speaker and the session, to ensure best practise.

At the conclusion of the programme, on Wednesday 2nd December there will be a Graduation Dinner; details to be confirmed.

5. The Application Process

The first stage of the selection process will be undertaken by the Export Accelerator Programme Manager, Dr Romuald Rudzki, who will assess company suitability based on completion of their Business Assessment.

This will then be passed to a Selection Panel made up of staff from Vision Manawatu, NZTE and the New Zealand School of Export, who will decide on the composition of the first group to undertake the programme.

Companies will then be contacted by Rom and informed of the outcome of their application.

The aim of the selection process is to ensure:

- A mix of businesses participating with a mix of ages from start-up phase to established businesses.
- A mix of industries so that competitors within the same industry are not on the same course.
- Businesses that are committed to growing their exports.
- Applicants who are willing to learn and develop new management skills and who are committed to attend and participate in the entire programme and share/network with other participants.
- Applicants who are ready and willing to develop an export plan and to implement it during and after completion of the programme.

Scoring will be based on a grid on the following areas and the selection criteria will take into consideration:

- Commitment of the Board and Senior Management to exporting
- Availability to attend all 10 sessions of the course
- Unique product/service with international potential
- Successful domestic sales
- Evidence of acquiring new knowledge and skills
- Willingness to work collaboratively with other business on the programme

The Exporter Accelerator selection panel reserves the right to refuse any application and is under no obligation to provide a reason for that refusal.

6. Management of the Programme

The management of the Programme will be undertaken between Vision Manawatu and the New Zealand School of Export who have agreed demarcation and the responsibilities of each.

The overall Programme Manager will be Dr Rom. Rudzki who will coordinate all activities related to the programme.

Each participating business will be encouraged to have at least two of their staff in attendance where appropriate, their whole management team, in order to allow the more efficient transfer of knowledge and skills throughout the business.

This also benefits companies in regard to team building and general staff training. The whole management team may attend some nights, while one or two might attend other nights where more relevant topics.

7. About the New Zealand School of Export

The New Zealand School of Export (NZSOE) was established in 2007 as a Charitable Trust and is this country's sole provider of IATTO-approved courses.

We deliver the Diploma of International Trade through supported distance education to exporters at their workplace. We have chosen to work with the Canadian Forum for International Trade Training based on their success in raising Canada's export capability, so as not to reinvent the wheel and to benefit from their knowledge.

The Diploma has been recognised by the World Trade Centre Association as the professional qualification for those working in export and import.

It comprises eight modules, each of which is studied over a two month period:

- Global Entrepreneurship
- International Trade Research
- International Marketing
- International Trade Logistics
- International Trade Finance
- International Market Entry and Distribution
- Legal Aspects of International Trade
- International Trade Management

Assessment is by open-book examination or by the submission of a report showing how the subject has been applied in-company.

Upon successful completion of the Diploma, exporters become eligible for the Certified International Trade Professional (CITP) designation which is recognised on business cards across the world as the mark of someone who understands imports and exports at the highest level.

For further information have a look at our website: www.export.ac.nz
Or contact Alison on 06 356 56 56 ext. 704 or alison@export.ac.nz