

# SME internationalisation & export management **course**



## Part 1 – Strategy Issues

Session Date	Time	Topics	Delivered/Facilitated by:
<b>Session 1</b>			<b>Mr Joe Schembri, Malta success story, Dr Emanuel Said</b>
23/01/2019	4.00 – 7.30pm	Live cases presented by successful exporters – Readiness and key strategic decisions	<ul style="list-style-type: none"> <li>• Go or no go decision</li> <li>• Strategic positioning</li> <li>• Internationalisation and its risks analysis and value chain</li> <li>• Culture</li> <li>• Adaptation</li> <li>• Core skills as a basis</li> <li>• Strategic positioning</li> </ul>
<b>Session 2</b>			<b>Prof. Russell Smith</b>
30/01/2019	4.00 – 7.30pm	Financing and risk management	<ul style="list-style-type: none"> <li>• Entrepreneurship as a ‘practice’</li> <li>• Raising finance</li> <li>• Planning for risk</li> <li>• Innovation</li> <li>• Intellectual property</li> </ul>
<b>Session 3</b>			<b>Prof. Albert Caruana</b>
06/02/2019	4.00 – 7.30pm	Value proposition and marketing strategy	<ul style="list-style-type: none"> <li>• Having an ‘exportable’ offering</li> <li>• Market and competition analysis/research</li> <li>• Market entry modes/models</li> <li>• Channel &amp; partner selection</li> <li>• Generating leads</li> <li>• International branding</li> </ul>
<b>Session 4</b>			<b>Dr Nathaniel Massa</b>
13/02/2019	4.00 – 7.30pm	Managing an international enterprise	<ul style="list-style-type: none"> <li>• Process view – Uppsala model explained in basic terms</li> <li>• Putting a structure in place</li> <li>• Organisational learning practices</li> <li>• Managing performance</li> <li>• Family business issues</li> <li>• Failure</li> <li>• Quality as a strategic approach</li> </ul>
<b>Session 5</b>			<i>HSBC Bank Malta p.l.c.</i>
20/02/2019	4.00 – 5.00pm	HSBC Trade Finance Session by HSBC Bank Malta p.l.c	
	5.15 – 8.00pm	Panel Discussion with 3 exporters on raising finance, followed by networking drinks supported by HSBC Bank Malta p.l.c.	

## Part 2 – International skills

Session Date	Time	Topics	Delivered/Facilitated by:
<b>Session 6 – part 1</b>			<b>Ms Daniela Castillo</b>
27/02/2019	4.00 – 5.30pm	Pricing RM practices & partner management	<ul style="list-style-type: none"> <li>• Pricing strategy</li> <li>• Export costing and transaction viability price structures</li> <li>• RM practises, from face-2-face to CRM</li> <li>• Managing channel partners</li> <li>• Participating in networks</li> </ul>
<b>Session 6 – part 2</b>			<b>To be confirmed</b>
27/02/2019	6.00 – 7.30pm	Key accounting issues, and forecasting	<ul style="list-style-type: none"> <li>• Analysing a balance sheet and income statement of a potential client/supplier</li> <li>• Your export P&amp;L</li> <li>• Trade finance</li> <li>• Correct financial forecasting</li> </ul>
<b>Session 7 – part 1</b>			<b>Mr Morgan Parnis</b>
06/03/2019	4.00 – 5.30pm	Market research and intelligence	<ul style="list-style-type: none"> <li>• Conducting market research</li> <li>• Collecting intelligence</li> <li>• Disseminating intelligence</li> <li>• Learning practices</li> <li>• HR issues in 'sharing' of information</li> </ul>
<b>Session 7 – part 2</b>			<b>Dr Clinton Calleja</b>
06/03/2019	6.00 – 7.30pm	Legal & contracting issues	<ul style="list-style-type: none"> <li>• Key legal considerations of international contracts</li> <li>• Distribution agreements and their importance</li> </ul>
<b>Session 8</b>			<b>Dr Gege Gatt</b>
13/03/2019	4.00 – 7.30pm	eMarketing	<ul style="list-style-type: none"> <li>• Search</li> <li>• Using social media</li> </ul>
<b>Session 9</b>			
20/03/2019	4.00 – 7.30pm	Open discussion focusing on the particular scenarios of each participant contributing towards the preparation of individual Export Marketing Plans.	
<b>Session 10 – part 1</b>			<b>Presentation and Evaluation of Assignments</b>
27/03/2019	1.30 – 6.30pm	Evaluation of assignments	<ul style="list-style-type: none"> <li>• Presentation of Individual Export Marketing Plans and individual export clinics – Group A</li> </ul>
<b>Session 10 – part 2</b>			
29/03/2019	1.30 – 6.30pm	Evaluation of assignments	<ul style="list-style-type: none"> <li>• Presentation of Individual Export Marketing Plans and individual export clinics – Group B</li> </ul>
<b>Session 11</b>			
03/04/2019	4.00 – 5.00pm	Panel Discussion	<ul style="list-style-type: none"> <li>• Panel Discussion with three experienced exporters</li> </ul>
	5.15 – 8.00pm	followed by distribution of certificates/networking drinks supported by HSBC Malta p.l.c.	

## Mr **Joe Schembri**

Joe Schembri is Chief Officer at TradeMalta, Malta's export promotion organisation. Previously Joe spent 5 years working within the Ministry of ICT, Industry and Investment where he was responsible for initiatives related to restructuring of entities, privatisation, ICT and industrial development. Joe is a Certified Instructor and Bench Marker on economic clusters. He holds undergraduate and Master's degrees from the University of Malta in strategic communications. Presently, he is pursuing a PhD in SME Internationalisation at the Adam Smith Business School at the University of Glasgow.

## Dr **Emanuel Said**

Emanuel Said is a Lecturer in Marketing at the University of Malta. He completed his PhD at Cranfield University School of Management, where he researched organisations' use of customer insight. He has published in the Journal of Marketing Management and presented his research at the Academy of Marketing. He is also a visiting academic in the Middle East for George Washington University. Before joining University of Malta, Emanuel supervised master's research and taught in various marketing areas at Cranfield University, Pryfsgol Glyndwr, Henley Business School and Grenoble Graduate School of Business in Malta. He also advised various private and Governmental entities on strategy and international marketing based on customised research and evidence.

## Prof. **Russell Smith**

Russell Smith began his career in business by starting a software company, whilst still studying for his PhD in the 1980s. Between 1999 and 2014 Russell co-founded Avidex Ltd, took over Prolysis Ltd and became Chairman of Services Therapeutics Ltd – three spin out companies from the University of Oxford. Business Boffins Ltd was founded by Russell in order to create an educational programme for those new to enterprise and for small business owners.

## Prof. **Albert Caruana**

Albert Caruana is Professor of Marketing with the Department of Corporate Communication at the Faculty of Media and Knowledge Science at the University of Malta and with the Dipartimento di Scienze Aziendali at the University of Bologna, Italy. Prof. Caruana has undertaken postgraduate research as Fulbright Fellow in the US during 2004; as Commonwealth Research Scholar in 2000 in the UK; as well as during various Research Fellowships in Australia during the period 1996 to 2003. His research has been published in numerous peer refereed academic journals. Prior to joining academia in 1992, Prof. Caruana worked in the banking sector and later was marketing manager for a beverages company. He has held various board membership appointments with a number of firms.

## Dr **Nathaniel Massa**

Nathaniel Massa holds a PhD in internationalisation and business management from the Adam Smith Business School at the University of Glasgow, and an MBA from Henley Business School. Spanning academia and industry, Dr Massa is resident faculty at the Department of Management at the Faculty of Economics, Management and Accountancy of the University of Malta – as well as a researcher associated with the Community for Internationalisation and Enterprise Research at the Adam Smith Business School, University of Glasgow. He lectures and researches in the fields of internationalisation, strategy and entrepreneurship, international business and intellectual capital, and is engaged in practitioner training programmes for entrepreneurs, business managers and directors.

## Ms **Daniela Castillo**

Daniela Castillo has read for her undergraduate degrees in B.Sc. Business and Computing and B.Com(Hons) in Management at the University of Malta. She then pursued her studies where she obtained an M.Sc. in International Marketing, with distinction, from the University of Strathclyde. Daniela is currently Head of Marketing and Communications at iMovo, a company that specialises in the fields of Customer Relationship Management (CRM), Business Intelligence (BI) and social media insights. She is also a visiting assistant lecturer at the University of Malta within the Marketing Department.

## Dr **Gege Gatt**

Gege Gatt is a lawyer with extensive experience in ICT corporate strategy and operations. He holds a Bachelor's degree in Sociology and a Doctoral degree in Laws from the University of Malta. He is a founding member and Vice President of the Malta IT-Law Association and is a specialist examiner in the field of ICT Law for Doctoral thesis submitted to the University of Malta. He is a founding member of ICON, a Microsoft Partner company, as well as a Google Partner in Malta. ICON is a world-class software-applications development company. Gege is a founding member of MUOVO, an HR firm focusing on the ICT and financial services job sector. MUOVO is a partner of the global labour market leader Gi-Group.

## Mr **Morgan Parnis**

Morgan Parnis is the Managing Partner and CEO at Business Leaders Malta Limited. He holds a Masters in Business Administration from Warwick Business School and a Bachelor in Psychology from the University of Malta. At Business Leaders, Morgan founded a number of research brands: Esprimi, which caters for market research services; Employees Voice, which gauges employee engagement and; Salaries in Malta, a salary benchmarking tool.

In 2014, Morgan established the Academy of Business Leaders where he lectures on the MSc Programme on topics related to Entrepreneurship and Managing Change.

## Dr **Clinton Calleja**

Clinton Calleja is a practising lawyer specialising mainly in the fields of corporate and commercial law. He graduated as a lawyer from the University of Malta in 2005 and was awarded a Masters of Law degree in European Business Law by the Pallas Consortium of Universities, Amsterdam in 2006. Clinton went on to join the legal firm Guido de Marco & Associates where today he spearheads its corporate and commercial practice. He acts as legal adviser to a number of major local businesses and international corporations with local interests.

## HSBC Bank Malta p.l.c. – **Trade Team**

The Trade Team is made up of trained and experienced personnel who are well versed in providing tailor made Trade Finance solutions to support customers trade internationally and manage their cashflow effectively. The team has links with all the HSBC Trade Teams across the globe all to the benefit of customers.