

SME internationalisation & export management **course**

2020



Session Date	Time	Topics	Delivered/Facilitated by:
Session 1			Mr Joe Schembri, Malta success story & Dr Emanuel Said
22/01/2020	4.00 – 7.30pm	Course Intro + Readiness and key strategic decisions	<ul style="list-style-type: none"> • Go or no go decision • Strategic positioning • Internationalisation and its risks analysis and value chain • Culture • Adaptation • Core skills as a basis • Strategic positioning
Session 2			Dr Nathaniel Massa
29/01/2020	4.00 – 7.30pm	Managing an international enterprise	<ul style="list-style-type: none"> • Process view – Uppsala model explained in basic terms • Putting a structure in place • Organisational learning practices • Managing performance • Family business issues • Failure • Quality as a strategic approach
Session 3 – Part 1			Mr Morgan Parnis
05/02/2020	4.00 – 5.30pm	Market research and intelligence	<ul style="list-style-type: none"> • Conducting market research • Collecting intelligence • Disseminating intelligence • Learning practices • HR issues in 'sharing' of information
Session 3 – Part 2			Dr Clinton Calleja
05/02/2020	6.00 – 7.30pm	Legal & contracting issues	<ul style="list-style-type: none"> • Key legal considerations of international contracts • Distribution agreements and their importance
Session 4 – Part 1			Ms Daniela Castillo
12/02/2020	4.00 – 5.30pm	Pricing RM practices & partner management	<ul style="list-style-type: none"> • Pricing strategy • Export costing and transaction viability price structures • RM practises, from face-2-face to CRM • Managing channel partners • Participating in networks
Session 4 – Part 2			Mr Chris Grech
12/02/2020	6.00 – 7.30pm	Key accounting issues, and forecasting	<ul style="list-style-type: none"> • Analysing a balance sheet and income statement of a potential client/supplier • Your export P&L • Trade finance • Correct financial forecasting
Session 5			<i>HSBC Bank Malta p.l.c.</i>
19/02/2020	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.	

Session Date	Time	Topics	Delivered/Facilitated by:
Session 6			Ms Claire Ciano
26/02/2020	4.00 – 7.30pm	Financing and risk management	<ul style="list-style-type: none">• Entrepreneurship as a ‘practice’• Raising finance• Planning for risk• Innovation• Intellectual property
Session 7			Dr Gege Gatt
04/03/2020	4.00 – 7.30pm	eMarketing	<ul style="list-style-type: none">• Search• Using social media
Session 8			Prof. Albert Caruana
11/03/2020	4.00 – 7.30pm	Value proposition and marketing strategy	<ul style="list-style-type: none">• Having an ‘exportable’ offering• Market and competition analysis/research• Market entry modes/models• Channel & partner selection• Generating leads• International branding
Session 9			
18/03/2020	4.00 – 7.30pm	Open discussion focusing on the particular scenarios of each participant contributing towards the preparation of individual Export Marketing Plans	
Session 10 – Part 1			
25/03/2020	1.30 – 6.30pm	Evaluation of assignments	Presentation of Individual Export Marketing Plans and individual export clinics – Group A
Session 10 – Part 2			
27/03/2020	1.30 – 6.30pm	Evaluation of assignments	Presentation of Individual Export Marketing Plans and individual export clinics – Group B
Session 11 – Part 1			
01/04/2020	4.00 – 5.00pm	Panel Discussion with three experienced exporters	
Session 11 – Part 2			
01/04/2020	5.15 – 8.00pm	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. 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 Bachelors 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.

Ms Claire Ciano

Ms Claire Ciano holds a Masters degree in Knowledge Based Entrepreneurship and has extensive experience in startups and as a sales and Marketing director within an international services company. She recently successfully completed the accelerator programme in Provadis Business School in Frankfurt as part of Climate KIC which is supported by the European Institute of Innovation and Technology and served as a pioneer for the Nordic City Challenge in Copenhagen where she mentored interdisciplinary teams in developing and presenting their ideas. Claire is actively involved with numerous businesses and served as a judge or mentor in local competitions namely Mini European Assembly and One million dollar idea. Sectors of particular interest include: Entrepreneurship, Science and technology, Tourism, Transport and Sustainability and remains fascinated by Nature and how everything works.

Mr Chris Grech

Mr Chris Grech, BA Hons (Accountancy), MA (Financial Services), CPA has been practicing the profession of an Accountant since 2007. Chris joined PwC after graduating and worked for MeDirect Bank for 7 years - a bank directly regulated by the ECB. In his last role at MeDirect Bank, he was in charge of the Regulatory Reporting function of the bank. Chris has a strong understanding of financial markets, accounting and taxation. Currently, Chris is a Director at White. Amongst other services, Chris provides regulatory reporting services to local banks and helps companies execute M&A transactions.

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.