

OFFICIAL

NSW Export Capability Building Workshop

Investment NSW invites businesses from across the Southeast Tablelands to join an Introduction to Export workshop in Goulburn, NSW. This workshop is designed for businesses initiating export activities or those looking to enhance their export knowledge and maximize long-term gains. It will cover export fundamentals, business capacity, and capability for exporting. Brought to you by Investment NSW, Goulburn Mulwaree Council, and Community Bank BDCU, with support from the Export Council of Australia.

This workshop will cover:

- Is going global right for your business?
- Broader international trade themes and what these mean for exporters.
- Is going global right for your business?
- Reviewing your business capacity and capability.
- Identifying your market (market research).
- The importance of having an export plan.
- Getting your value proposition right and protecting your intellectual property.
- Discovering sales channel opportunities (Ecommerce).
- Freight, logistics and pricing.
- Accessing finance and getting paid.

Who should attend?

- NSW businesses with products and services for export.
- Aspiring and new exporters.
- Existing exporters looking for a refresher.

Event Details

When: Thursday 25th July 2024

Time: 8:00am to 11:00am

Where: The Collective Impact, Goulburn NSW 2580

Cost: The workshop is **free** and will begin at 8:00 AM. A light breakfast will be available starting from 7:30 AM.

Please register at:

<https://events.humanitix.com/export-capability-building-workshop-south-east-tablelands-25-july-2024-8-00am-11-00am>

Further information

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