

**Virtual Workshop****«How to be an Exports-Expert»****Monday 22nd and Tuesday 23rd November 2021 | 15:00****Program**

15:00 - 15:05 **Welcome**
Dr. George Xirogiannis, Deputy Director General, SEV

1st part 22/11 Is my business ready to export?

15:05 – 15:25 **Exports Strategic Planning**
Internal SWOT and external PEST analysis

15:25 – 15:35 **Q&A**

15:35 – 15:55 **Efficient international trade**
Issues such as the difference between sales and exports, the difference between perception & culture or what export companies should avoid will be analysed in depth.

Speaker: Dimitris Karavasilis, Founder & CEO, DK Consultants Group

15:55 – 16:10 **Q&A**

Coordination: Vicky Makrigianni, Senior Advisor ExportReady, SEV

2nd part 22/11: Case study

16:10 – 16:25 **TITAN Cement Company: The role of partners in boosting exports**
Speaker: Pavlos Paschopoulos, International Trade Director, TITAN Cement Company

16:25 - 16:45 **Q&A**

Coordination: Amalia Gounela, Senior Advisor ExportReady, SEV

3rd part 23/11: Why is market research necessary?

15:05 – 15:25 **Primary and secondary market research**
Market research methods according to the export capacity of each company

15:25 – 15:35 **Q&A**

15:35 – 15:50 **Market Research Evaluation, Implementation and Decision Making**
Interpretation of market research results and the implementation of actions based on strategic targeting will be analyzed in depth.

Speaker: Dimitris Karavasilis, Founder & CEO, DK Consultants Group

15:50 – 16:00 **Q&A**

Coordination: Vicky Makrigianni, Senior Advisor ExportReady, SEV



Q&A Discussion

- 16.00 – 16.10 **Key Business Challenges in International Trade**
How to find a suitable market, create a business plan and connect with partners through Digital Ecosystems
Speaker: Eleni Almpanti, i-Services, Global Transaction Banking, Eurobank
Coordination: Vicky Makrigianni, Senior Advisor ExportReady, SEV

4th part 23/11: Case study

- 16:10 – 16:25 **Trikalinos S.A.: Japan, a special market for premium products**
Speaker: Lila Kourti, Export & Marketing Director, Trikalinos S.A.

- 16:25 - 16:45 **Q&A**
Coordination: Amalia Gounela, Senior Advisor ExportReady, SEV

- 16:45 - 16:50 **Conclusions**

Sponsor ExportReady

