

Winning Strategies In International Business

*Professional
Training Program
To Equip Managers
for Global Business
Excellence*

*Modular
Training
Workshops*

Professional Training Program For Global Business Managers

Module 1 (2 Days)

Globalization and International Business
Strategic Planning and International Marketing
Market Research and Opportunity Analysis
Leveraging on the Optimal Market Entry Modes

Module 2 (2 Days)

Managing Country Risks:
Reaping Rewards while Minimizing Catastrophic
Losses
Managing the Complexity of International Trade
and Investment

Module 3 (2 Days)

Maneuvering Foreign Laws, Taxation and
Exchange Control
Financing International Operations

Module 4 (1 Day)

E-Commerce Strategies for International Business

Module 5 (2 Days)

Dealing with Foreign Culture and Business Practices
International Business Case Studies

Each module can be independently delivered.

Who Should Attend

- ⊙ Departmental heads and managers involved in international business operations
- ⊙ Technical specialists and professionals embarking on international business ventures
- ⊙ Strategic Planners, Corporate Planners and Business Development Managers
- ⊙ Finance and Accounting Managers

Highlights and Methodology

- ⊙ Integrating industry / professional experience with academic research
- ⊙ International business and best-practices case studies from companies that have successfully internationalized
- ⊙ Movie clips and powerpoint presentation
- ⊙ Facilitated discussions
- ⊙ Participatory and action-based group learning

Importance of the Program

Businesses face a saturated domestic market with intense foreign and local competition. Costs are rising, and margins are eroding. We realize that we need to look beyond the Malaysian shores to sustain our business growth. But what strategies and practices can companies adopt to exploit international opportunities while overcoming challenges from globalization?

This professional training program in international business is ideal for companies that are embarking or about to venture into international business. The highly interactive program can serve as an orientation program for personnel about to be relocated for overseas engagements. In these workshops, participants will be introduced to the strategic aspects of globalization and international business while learning the knowledge and skills essential for managing successful international operations.

Drawing upon the extensive international management experience and academic research of the workshop leaders, the program uniquely brings together the theoretical and practical aspects of international business. Participants will be guided through the crucial aspects of internationalization using integrative real-life case studies and experience-sharing in a "process consultancy" training module.

With prior consultation, the Workshop Leader (a Certified Training Professional) can undertake Training Needs Analysis and Training Evaluation to customize the workshop so as to better focus on the specific needs of the clients.

Training Package

Each module comes with International Business Resource Kit of useful articles, reports and investment / trade related information for the module. With prior consultation, country or industry specific information can be researched and collated for deliberation during the training workshops.

A Certificate of Participation is awarded for each completed module.

WORKSHOP OUTLINE

Module 1 (2 Days)

Globalization and International Business
Strategic Planning and International Marketing
Market Research and Opportunity Analysis
Leveraging on the Optimal Market Entry Modes

- The challenges of Globalization facing businesses
- Expanding the Business Horizon: Strategic Planning and International Marketing Strategies
- Undertaking systematic market research and surveys to uncover business opportunities
- Use of Internet for market research and trade information
- Effective Participation in International Trade Exhibitions
- The Internationalization Framework of companies
- Strategizing Market Entry: From exporting, appointing distribution agents to setting up joint ventures and wholly owned subsidiaries
- Market Entry Modes: Strategic and Operational Issues
- Global Manufacturing and Materials Management
- International Joint Venture and Strategic Alliances
- Exploration of business and professional opportunities internationally

Module 2 (2 Days)

Managing Country Risks: Reaping Rewards while Minimizing Catastrophic Losses
Managing the Complexity of International Trade and Investment

- Country Risk - An introduction using case studies
- Exploring political, regulatory and economic risks
- Country risk assessment methodologies and the political risk industry
- Integrating country risk assessment with corporate strategic planning
- Meeting the challenges - How to evaluate, mitigate and manage country risk?
- Useful resources on country risk
- International Organizations, Regional Groupings and the complexity of international business environment
- Regional Groupings and Free Trade
- National policies of Foreign Direct Investment and International Trade
- Awareness of Customs Regulations, Tariff Rates and Non-Tariff Barriers

Module 3 (2 Days)

Maneuvering Foreign Laws, Taxation and Exchange Control
Financing International Operations

- Foreign investment and international trade regulations
- Common law, civil law or no law?
- Forms of business entities
- Legal authority in business and commercial contracts
- Export documentation and practices
- Corrupt practices: A Managerial Perspective
- The Framework of International Taxation
- Direct and Indirect taxes : Planning and Administration
- Offshore Jurisdiction and International Tax Planning
- The Global Monetary System
- The Framework of Exchange Control: A Managerial Perspective
- Financing international operations
- Evaluation and appraisal of International Investment
- Practical aspects of Global Cash Management
- Practical issues in integrating treasury, accounting and tax compliance functions

Module 4 (1 Day)

E-Commerce Strategies for International Business

- E-Commerce and "Born Globals"
- E-Commerce Business Models for International Business
- Market Communication and Branding in E-Commerce
- An Overview of the E-Commerce / Networks Infrastructure
- Case Studies

Module 5 (2 Days)

Dealing with Foreign Culture and Business Practices
International Business Case Studies

- Impact of Culture in International Business
- Managing People Across Cultures: Application of Cultural Awareness in business situations to achieve greater results
- Business and Marketing Across Cultures: Insights into Consumer Behaviour and International Branding
- Integrative Case Studies of Small and Medium Sized firms that have been successful in the international arena from Malaysia, Thailand and Singapore
- Group Presentation Using Real Life Cases

Workshop Leader



Lim Chor Ghee

MIntS(Sydney), MBA(EBS, UK), PCeB(USQ), BComm(Melbourne)
CPA(Aust), CA(M'sia), ATII, MNCC, AIB (USA)
Doctor of Business Administration (Candidature-UNISA),
Certified Training Professional (ARTDO Int-ITD)

Managing Director

Peligo Training Solutions Sdn Bhd
<http://www.peligotraining.com>

Lim Chor Ghee has numerous years of corporate and consultancy experience in international business, general management and accountancy. His previous capacity includes that as the Vice President (Corporate Affairs) for a public-listed MNC in the leisure industry. He was instrumental in structuring, establishing and managing the MNC's international business operations in more than 15 Asian and Middle Eastern economies. Chor Ghee has also provided consultancy services to companies involved in telecommunication and e-commerce (including a term as Vice President, Corporate Services). He currently holds directorship position for companies involved in professional training and international business consultancy, multimedia and educational publishing, and multilevel marketing.

A Certified Training Professional accredited by the Asian Regional Training and Development Organization (ARTDO) and The Institute of Training and Development (ITD), he delivers business and management training programme to training institutions, professional bodies and corporations. His participants have included professional managers, business owners, and company executives from a wide range of industries in Malaysia, Sri Lanka, Vietnam, Cambodia, Saudi Arabia and Maldives.

Having trained with Coopers & Lybrand and Price Waterhouse in his early career days, professionally Chor Ghee is a member of the Malaysian Institute of Accountants, the Malaysian Institute of Taxation, Certified Practising Accountants (CPA) Australia and the Malaysian National Computer Confederation. He is also a graduate of the Malaysian Institute of CPA examinations and has passed Level 1 of CFA Institute (USA) program. He is also a member of the Academy of International Business (USA).

He holds a string of academic qualifications - *Master of International Studies* (in Political Economy and International Relations) degree from the University of Sydney, *Master of Business Administration (Distinction)* degree from Edinburgh Business School, Heriot Watt University, *Postgraduate Certificate in Electronic Business* from the University of Southern Queensland, and *Bachelor of Commerce* degree from the University of Melbourne. Chor Ghee is currently pursuing doctoral research in international business with the University of South Australia.

Guest Speakers

Guest speakers are invited to contribute "hands-on" industry experience and state-of-the-art research knowledge in short learning sessions. Our guest speakers are senior academics or management practitioners who have not less than 10 years of professional experience and possess advanced academic or professional qualifications. The availability of guest speakers for specific topics is subject to training schedules.

Our Satisfied Customers

Our trainers have facilitated in-house corporate training and workshops attended by professionals from the following organizations:

MALAYSIA

- AusAsia Migration Sdn Bhd
- Mewah Oils Sdn Bhd
- B C Enterprise Sdn Bhd
- ML Piling Sdn Bhd
- British Council
- Muda Paper Mills Sdn Bhd
- Burgmann Industries GmbH
- Newfoundland Development Sdn Bhd
- Classic Emas (Sarawak) Sdn Bhd
- NSS MSC Sdn Bhd
- Commerce International Merchant Bankers Berhad
- Perusahaan Tong Tai Sdn Bhd
- Curtin University of Technology (Sarawak)
- Priority One Consultancy Services Sdn Bhd
- Deloitte Corporate Advisory Services Sdn Bhd
- Public Merchant Bank
- Tropical Consolidated Corp Sdn Bhd
- Malaysian Technology Development Corporation Sdn Bhd Fawira Sdn Bhd
- Reka Nutrition Sdn Bhd
- Global Offshore Malaysia Sdn Bhd
- Rimbunan Hijau Group
- Greenfield Group
- ShinEtsu Electronics (M) Sdn Bhd
- Isotron (Malaysia) Sdn Bhd
- Sidney Industries Sdn Bhd
- K & N Kenanga Berhad
- Silverstone Berhad
- Kia Lim Berhad
- Kimble Furniture Corporation(M) Sdn Bhd
- Sunway Holdings Inc Berhad
- LaFarge / Malayan Cement Berhad
- Supratechnic (M) Sdn Bhd
- Lemtronics Sdn Bhd
- Texchem Resources Berhad
- Likom Group of Companies
- Tip Top Meat Sdn Bhd
- Malayawata Marketing Sdn Bhd

SRI LANKA

- Art Television Broadcasting Company (PVT) LTD
- Board Of Investment Of Sri Lanka
- Brandix Apparel Ltd
- Ceylinco International Trading Co.Ltd
- Daya Apparel Export (PVT) LTD
- Delmege Forsyth & Co (Exports) Ltd
- Golden Key International Trading Co. Ltd
- Imperial Teas (PVT) LTD
- Intercom Limited / Intercom Exports (Pvt) Ltd
- Jayasiri Udumbara Caterers
- Lanka Tiles Ltd
- National Chamber of Exporters of Sri Lanka
- Nivesta Holdings (PVT) LTD
- Ravimal Bags & Gifts
- Richard Pieris Export Limited
- Spice Council of Sri Lanka
- Sri Lanka-Malaysia Business Council
- Training Link International (PVT) LTD
- Uni-Consultancy Services
- University of Moratuwa

VIETNAM

- Sunway Hatay, Vietnam

SAUDI ARABIA

- Al-Jubail Fertilizer Company
- Arabian Geophysical & Surveying Company

...and many more

Program Fees

As a training company owned and managed by professional trainers, our program fees are highly competitive and our service quality is of high standards.

RM 2,500 per workshop group / Day
(Corporate in-house training only)

Ideal for workshop group size of 8-24 participants

Terms and Conditions:

1. The above prices are applicable to corporate in-house training. Individual participants are kindly requested to inquire to peligotraining@gmail.com on the forthcoming workshop dates and fees.
2. The location/s of the workshop and the exact workshop dates are subject to mutual consultation. The modules can be independently delivered, or be staggered and delivered over a period of time.
3. A 30% non-refundable deposit is required upon confirmation of the training workshop. Full payment should be made at least 3 working days before the first training workshop commences. Please note that the training program is confirmed only upon receipt of full payments.
4. The fees cover trainers' fees only. Seminar room / facilities, lunch, refreshment, multimedia projector and workshop course material printing are **not** included and are payable by the customers. For training venues outside of Kuala Lumpur, hotel accommodation and travelling claims of the trainer/s shall be chargeable to the customers.
5. Payments should be made by bank draft, company cheque or telegraphic transfer to

PELIGO TRAINING SOLUTIONS SDN BHD
Public Bank Berhad, Jalan Sentul Branch,
Kuala Lumpur, Malaysia

Account No 3-129-775-502

Kindly fax remittance advice to +603-5634 6778 (Kuala Lumpur)

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OTHER PROFESSIONAL TRAINING WORKSHOPS

Professional Development Workshops

- Mini-MBA with International Business Perspective (5 Days)
- Management Accounting for Strategic Decision Making (2 Days)
- Accounting and Finance for Non-Financial Managers: A Strategic Management Perspective (2 Days)
- Strategic Planning and Goal Setting: Formulating an Effective Business Plan for Your Company (2 Days)
- The Use of Offshore Tax Planning for International Business Ventures (2 Days)
- Introduction to International Economics and Finance (2 Days)

Workshop fees and program details can be requested from peligotraining@gmail.com. We can also customize training programs according to your training needs. Our Principal Trainer is a Certified Training Professional who can assist in undertaking Training Needs Analysis and Training Evaluation for your company.