February 3, 2020

The President
Pakistan Business Council
8/F Dawood Center, M.T. Khan Road
Karachi

Dear Sir

Export Manager Advanced Training (EMAT) by University of Leipzig - Germany

We are seeking nominations of enlightened entrepreneurs or career professionals from businesses represented by your membership who are earnestly looking to broaden their horizons and be knowledgeable about effective management tools to gain export competitiveness and enhance capacity at product development whilst dealing with the challenges in the international markets.

This is an intensive training program delivered by experienced faculty of the University of Leipzig who will share insights, best practices, wining experiences and strategies of exceptional *German Mittelstand (SME)* institutions. The **EMAT** program comprises of **2 modules, each delivered over 20 hours**, consisting of seminars and coaching characterized by a series of specialized workshops and practical case studies covering:

- Internationalization of SME and Value Chain
- International Business Modelling
- Customer Profiling & Value Proposition
- Designing a global marketing concept

- Market research and online marketing
- Business development in Germany and Europe
- International market entry strategies
- Business pitch training

Location and Venue →	Karachi @ Habib University	Lahore @ LUMS
Training Outline and Schedule Dates		
▪ International Markets and Value Proposition	**March 4 to 6**	**March 13 to 15**
▪ International Market Entrance Strategies	**March 9 to 11**	**March 18 to 20**

The **EMAT class size** at each centre is restricted to **25 participants,** whereas faculty will be available to provide **individual coaching** during the 2 days intervening gap between each module. A certificate of Leipzig University will be awarded to participants on successful completion of the course and submission of the assignment. Seats are limited and will be assigned to ensure maximum participation across industries with high export potential.

This training is a **House of Habib** philanthropic initiative designed to serve as catalyst to help SMEs boost country exports. The program is sponsored by **Indus Motor Company** Limited and is at no cost to the participants except their **commitment to respect timings and assignments**.

We hope it's an enriching experience in the development of skill set of exporters. Please share this information within your membership. **Applicants can register online** by visiting habib.edu.pk/emat **latest by February 20, for Karachi or February 25 for Lahore.**

Thanking you.

Sincerely yours,

Parvez Ghias
Chief Executive Officer

(A company setup under section 42 of the Companies Act, 2017)

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Grow Business Overseas and Strengthen Pakistan's Economy

Export Managers Advanced Training Program

for

SME Owners, Export & Business Development Managers

A House of Habib philanthropic initiative partnering

UNIVERSITÄT LEIPZIG

H.U.F. HABIB UNIVERSITY FOUNDATION

Gunnar Kassberg – Lead Faculty

Mr. Kassberg is the project leader of Export Management Training program at the University of Leipzig, Germany and has managed several large projects on international market development for German SMEs in Asia and supported more than 40 SMEs on international market research and cross-border trade. Over last 3 years he is extensively involved training SMEs in Germany, Vietnam and in the Philippines.

40+ Hours of Intensive Training

	Karachi VENUE Habib University	Lahore VENUE LUMS
International Markets & Value Proposition	March 4-6	March 13-15
1-on-1 Export Business Coaching	March 7-8	March 16-17
Market Entrance Strategies	Marchi 9-11	Marchi 18-20

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For more information: Tel: 021 111 042 242 Ext. 4311 | Email: shekufeh.rohani@habib.edu.pk
*There is no charge for training, however, travel and accommodation is to participants account

Sponsored by **Indus Motors Company Ltd.**