

# Take Your Business Global

## *Internationalization Series (2 Day Workshop)*

Workshop code: **C14-G-02-01.V1**

Course duration: **16 hours**

### Course introduction

There has been a huge push for SME businesses to go international and for all the right reasons. If SMEs do not go global, they will soon find it difficult to survive.

The Take Your Business Global Masterclass is a quick-fire session that will help you be better equipped to make better decisions and plans for your business by providing for the Whats, Whys, Whens and Hows of Internationalization. The materials have been produced and generated utilizing years of experience by the 2iB Partners team. It's a big miss to give this a miss!

This masterclass can be contextualized towards industry, company or organizational standard operating procedures.

### Who is it for?

This full day course aims to enrich management staff, department heads, business owners and M&A professionals with the insights to planning for a successful M&A transaction.

**Finding the right trainer is like switching on a light in the dark.**

## **Take Your Business Global**

### *Internationalization Series*

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**2iB PARTNERS**  
Expanding your Business Universe



Finding the perfect class can often be a tedious and time-consuming task.

Our team of globally competitive trainers and consultants will be with you every step of the way.

These individuals have been hand picked to help give you all of the support, guidance, and assurance you need to achieve your transformation goals.

## Topics Covered

S/n	Topic	Sub-topics
1	What is internationalization	Understand what it means to go international Case Study: Singapore context
2	Why should you take your business global?	Identify the cost advantage by exports Understand International Free Trade Agreements advantage Understand Market imperfection Elaborate on Mature and obsolescent product requirement in new markets
3	Forms of Internationalization - Overview & Key considerations	Franchise Licence Joint Ventures (JV) Mergers & Acquisitions (M&A) Strategic Alliance Exports through sales reps, distributorship, export companies Product Diversification Internationalization through CoAggregation®
4	Pros & cons of each form of internationalization	Comparative study (2iB i19 Matrix) Which form for which types of businesses
5	Key factors for consideration	Exit and unwinding Law Language Culture Beliefs, values, behaviours and business strategies within other countries Innovation, localization, quality, CSR International Trade Agreements Internationalization vs Globalization
6	2iB 12 Step Internationalization Process	Apply 2iB Pre-internationalization checklist Apply 2iB Internationalization road map and checklist for each form
7	Grants & subsidies related to internationalization (For Singapore companies only)	Market Readiness Assistance (MRA) Grant by Enterprise Singapore
8	Survival Hacks!	Secrets to surviving derived from our own team experience!

## Contextualization of Workshop

2iB Partners is a management consulting and corporate training company whose team has advised many different companies in different jurisdictions which gives unparalleled understanding of business needs.

We are able to contextualize our courses towards your industry, company and standard operating procedures.