



## International Trade & Export Development Training

*GlobalGreece* – International Business Projects is a company formed six years ago, in Thessaloniki – Greece in order to assist the development of international trade and business co-operation among Greek companies and companies from all over the world. The specialised services offered by *GlobalGreece* – International Business Projects are focused on the individual international business development needs of each client.

The company is created by Babis Filadarlis MBA, MIEEx., Dip.M., the prior Managing Director of the Exporters' Association of N.Greece. Babis Filadarlis -an International Business consultant by training and by trade- has an extensive experience in all aspects of international business support and development. *Global Greece* has close links with the major Greek Product producers and distributors, as well as a national network with all the SME's support organisations around the country – who represent SME's in all sectors of activity.

Global Greece is the only specialised export development consultancy firm in Greece. Our work expands from SME or new exporters' training, to organising international matchmaking events, to setting up market research internet tools, to export market research, to evaluate foreign markets, to finding international distributors and to assist the execution of export marketing strategies.

In our website [www.globalgreece.gr](http://www.globalgreece.gr) you can find more details on our specialised services, our recent projects and many international ,marketing support tools.

## Seminars for exporting companies

Those seminars are primarily designed for those working in small and medium-size companies (SME) who want to extend and update their knowledge. The seminars provide detailed knowledge and essential skills for international trade. Duration is one or several days. The subjects range from fundamentals such as international marketing, sourcing, finance, contracts, to more detailed matters such as the practical management of exports, the European Single Market, the use of Internet in international trade, negotiation skills, and languages for international communication.

University teachers with international experience present the key-note papers for the seminars and chair the sessions. The practical orientation of the seminars is provided by a large number of lecturers from the "real world" of business.

Depending on the subject of the seminar, participants can be business people and managers, junior managers, regional managers, and those with special responsibility for the companies' international business.

Our seminars can also be designed to meet companies' specific needs. These in-house courses are designed and carried out by us in close consultation with the client.

Our primary task is to provide training for specialists and managers in "International Management and Marketing" and "Market-Oriented Business Administration", and to help them gain access to global markets.

We have developed a strategic alliance with one of the best export schools in the world: [Export Akademie Baden Württemberg](#), which is part of the German University of Reutlingen, and the British training company [Export training Ltd.](#)



## ***Global Greece's Export Development Seminars***

### Global Greece (English or Greek)

- Export Marketing
- Export Market Research
- International Export Strategy
- Exporting Step-By Step -For New Exporters
- Negotiation Techniques In A Foreign Market
- Export Sales Development
- Effective Participation In International Trade Fairs
- Business English
- Export Procedures
- Get Paid!
- Export Finance Tools
- International Transports & Logistics
- Export Support Services
- Export Sales & Negotiations Skills
- Custom Procedures For Imports & Exports
- Exports Via The Internet
- Internet Export Market Research
- Social Media, Mobile Marketing, Internet Marketing
- Developing Export Sales Skills Workshop
- Appointment and Management of Agents and Distributors
- Cross Cultural Negotiation
- International Marketing
- Internet Export Marketing
- International Brand Management
- International Sales Development
- Export Pricing
- Cross Cultural Negotiations
- The Service Culture Advantage



## Other Services

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- We assist foreign businessmen to investigate, start and develop business in Greece
- We can identify Greek market needs according to your requirements
- We have the capacity to disseminate product demands or business cooperation proposals, through the media, the support organizations or directly to the Greek companies. We can undertake market, sector or customised research
- We can help foreign companies by:
  - Locating, evaluating and communicating with potential partners or distribution channels in Greece.
  - Pre arranging business meetings
  - Welcoming and introducing the Greek market to foreign visitors
  - Assisting with the organisation of business meetings, exhibition participation or other events
  - Accompanying companies and introducing local buyers/distributors
  - Advising on local business habits and best practices
  - Arranging local support i.e. advertising, logistics, legal support, finance etc.
  - Tracking the competition, the market and the business trends of specific sector
  - Offering quality office space, meeting & conference rooms, secretarial or office support
  - Helping or arranging interpretation, translations or other external assistance
  - Organising Trade missions to Greece or the neighbouring countries