Malaysia Import & Export Management & Global Market Expansion

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Introduction

This comprehensive program is designed to equip participants with both practical import and export operational knowledge and strategic insights into global market expansion.

Participants will gain a clear understanding of Malaysia's import and export procedures, regulatory requirements, and documentation processes, while also learning how to identify international market opportunities, assess export readiness, and develop effective market entry strategies.

The course integrates compliance, logistics, and documentation with global business growth strategies, enabling participants to manage cross-border trade efficiently and expand their business into international markets with confidence.

Course Objectives

By the end of this program, participants will be able to:

1. Identify potential international markets using structured research approaches
2. Interpret key trade data, tools, and frameworks for effective market selection
3. Evaluate their company's readiness for export (financial, operational, and compliance aspects)
4. Develop practical and actionable market entry strategies
5. Understand export procedures, trade agreements, and regulatory requirements
6. Build and sustain international business networks and partnerships

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Target Audience

- SME Owners / Entrepreneurs
- Export / Business Development Managers
- Logistics & Supply Chain Executives
- Procurement / Purchasing Officers
- Warehouse & Operations Personnel
- Sales & Export Executives
- Finance & Administrative Staff handling trade documentation
- Government officers supporting trade and export initiatives

Training Methodology

- Interactive lectures with real-world examples
- Case studies on international market entry
- Group discussions and knowledge sharing
- Hands-on exercises (documentation & market research)
- Scenario-based problem solving
- Practical tools and templates for immediate application
- Q&A sessions with trainer insights

Proposed Course Outline

Module 1: Global Trade Landscape & Export Readiness (2 Hours)

- Importance of expanding beyond domestic markets for Malaysian companies
- Overview of global trade trends (ASEAN, China, Middle East, US, EU)
- Introduction to export readiness (financial, operational, HR, compliance)
- Malaysia's key export sectors and success stories

Module 2: Assessing Export Readiness (2 Hours)

- Product readiness vs. market readiness
- Adapting products to meet international standards and consumer preferences
- Case study: Market entry comparison (China vs. EU)

Module 3: Market Research & Opportunity Mapping (2 Hours)

- Identifying high-potential markets using data-driven methods
- Tools and resources:
    - MATRADE
    - UN Comtrade
    - ITC Trade Map
    - WTO Tariff Database

- Understanding demand, competition, and market entry barriers
- HS Codes, tariffs, and non-tariff measures
- Market prioritisation criteria (market size, growth, accessibility, cultural fit)

Module 4: Market Entry Strategies (1.5 Hours)

- Direct exporting vs. distributors and agents
- Cross-border e-commerce platforms (Shopee, Lazada, Amazon)
- Strategic partnerships, joint ventures, and licensing
- Government support and funding schemes (MATRADE, MIDA, SME Bank, EXIM Bank)

Module 5: Compliance, Standards & Certification (1.5 Hours)

- Key international certifications: Halal, ISO, HACCP, GMP, CE Marking
- Regulatory requirements across industries (food, electronics, automotive, medical devices)
- Export documentation, Incoterms, and compliance procedures
- Intellectual Property (IP) protection in international markets

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Module 6: International Marketing & Positioning (1 Hour)

- Developing a compelling international value proposition
- Export pricing strategies (FOB, CIF, landed cost)
- Building brand presence through trade fairs, B2B platforms, and digital marketing
- Cultural awareness in international negotiations and sales

Module 7: Action Planning & Resources (1 Hour)

- Developing a structured export action plan
- Leveraging support from government agencies and industry networks
- Building relationships with buyers, distributors, and trade associations
- Monitoring performance and refining export strategies

1-Day Training Programme

Time	Session
9:00 AM – 9:30 AM	Registration & Introduction
9:30 AM – 10:30 AM	Module 1: Introduction to International Trade & Malaysia Context
10:30 AM – 10:45 AM	Tea Break
10:45 AM – 12:00 PM	Module 2: Regulations, Compliance & Tariff
12:00 PM – 1:00 PM	Module 3: Documentation & Customs Clearance
1:00 PM – 2:00 PM	Lunch Break
2:00 PM – 3:00 PM	Module 4: Shipping, Logistics & Incoterms
3:00 PM – 3:15 PM	Tea Break
3:15 PM – 4:15 PM	Module 5: Export Readiness & Market Research
4:15 PM – 5:00 PM	Module 6: Market Entry Strategies & Action Plan
5:00 PM	End of Training