































12th April 2021: Foreign Direct Investment Day

For organizations looking to establish business operations abroad

Covering:

- Economic Overviews
- Incentives / Benefits
- Key Industries
- Sectors of Growth
- FDI Related Legislation
- Investment Trends
- Market Outlook
- Market Entry Support Services
- Taxation
- Overcoming the Impacts of COVID-19

Schedule

Time (EST)	Country	Presentation Topic
2:00am		Welcome Speech
2:30am	 Philippines	REBUILD PH: Investment Opportunities in the Philippines
3:00am	 Switzerland	Emerging technologies: Swiss opportunities for foreign investors
3:30am	 Ireland	Ireland: Your Gateway to Europe
4:00am	 Mongolia	Doing Business in Mongolia
4:30am	 Bhutan	Investment Opportunities in Bhutan
5:00am	 Mauritius	Re-engineering Regional Value Chain
5:30am	 Lithuania	Creating Futureproof Solutions Together
6:00am	 Guinea	Doing Business in Guinea
6:30am	 Malta	Invest in Malta
7:00am	 Croatia	Invest in Croatia
7:30am	 Spain	Investment Opportunities in the Basque Country
8:00am	 Spain	Andalucía, Your Natural Gateway to Europe
8:30am	 Georgia	Georgia - A Pleasure Doing Business
9:00am	 Moldova	Moldova - Your Next Destination for Investments
9:30am	 Armenia	Invest in Armenia
10:00am	 Mozambique	Doing business in Mozambique
10:30am	 North Macedonia	North Macedonia - A Market with Export Potential
11:00am	 Finland	Sustainability, Climate Change and Cleantech in Finland
11:30am	 Estonia	Invest in Estonia - Where Unicorns are Made
12:00pm	 Germany	Invest in Germany
12:30pm	 Czech Republic	Investment and Trade Opportunities in the Czech Republic
1:00pm	 Malaysia	Doing Business in Malaysia
1:30pm	 Colombia	Barranquilla and the State of Atlántico: A Strategic Platform for Your Investment
2:00pm	 Latvia	Latvia is the Heart of the New Nordics for Smart Foreign Direct Investments
2:30pm	 Kazakhstan	Invest in Kazakhstan
3:00pm	 Turkey	Why Invest in Turkey?
3:30pm	 Canada	Opportunities New Brunswick
4:00pm	 Jamaica	Invest in Jamaica
4:30pm	 Lebanon	Invest in Lebanon
5:00pm	 Paraguay	Paraguay – Land of Opportunities

Session too early or too late for you to attend?

All participants will receive online access to session recordings for 90 days after the conference

13th April 2021: Stream 1

For organizations who are new to selling internationally

Schedule

Time (EST)	Topic
2:30am	Welcome speech by the International Trade Council
3:00am	Opportunities, challenges, mistakes, and solutions, relevant to small businesses in international trade
3:30am	International routes to market
4:00am	The basics of online marketing for exporters
4:30am	Exporting to the Middle East & Africa - What you need to Know
5:00am	Tailoring your product fit and marketing plan for international growth
5:30am	Are you considering expanding your business overseas?
6:00am	Putting together your first international sale - step by step
6:30am	Raising funds to help your business go international. What to do, what to look out for
7:00am	De-risking new market expansion
7:30am	The basics of international trade compliance
8:00am	Break
8:30am	The macro economic impact of export trade: the ripple effect of a spending economy
9:00am	Assessing overseas markets
9:30am	Going Global: How to succeed in international markets
10:00am	Is your brand positioned for export?
10:30am	Break
11:00am	What to consider before putting up your price tag
11:30am	The basics of online marketing for exporters
12:00pm	The importance of branding
12:30pm	Is your brand positioned for success?
1:00pm	Break
1:30pm	Overcoming Export Obstacles for SME's (Small and Medium Sized Business Entities)
2:00pm	The paperwork of exporting. Shipping and compliance, pro-forma invoices, pro-forma forms etc
2:30pm	Global Trade Disruptions: What Businesses Should know About Tariffs, Trade Actions, and Supply Chains
3:00pm	Market entry into challenging markets
3:30pm	Understanding Cultural Nuances, Combining International Street Smarts with Business Theory
4:00pm	Global supply chains overcoming COVID-19
4:30pm	Modernizing International Trade through Digitization

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13th April 2021: Stream 2

For senior practitioners looking to enhance their general skills

Schedule

Category	Time (EST)	Topic
Business Migration	3:00am	Business migration to Australia
	3:30am	The Canadian Start-up Visa Program, a path to permanent residency for innovative entrepreneurs
	4:00am	Global Britain: Opportunities for businesses in the new post-Brexit United Kingdom
	4:30am	Business migration: Brexit and EU nationals working in the UK
	5:00am	U.S. State and Local tax implications for foreign companies looking to expand into the U.S.
Market Research	5:30am	International market research : Global perspectives around product, marketing and innovation
	6:00am	The importance of market research when entering the Indian market
Sales and Marketing	6:30am	Driving More Engagement and Sales As Retail Adapts to the 'Next Normal': What are the best ways to use personalisation to better understand your customer?
	7:00am	Future-proofing digital strategy
	7:30am	How to build USP in four easy steps (even if you are just starting the business)
	8:00am	Technological developments redefining international trade
Market Research	8:30am	Understanding the African marketplace - key metrics to consider in your market research
	9:00am	Empower decision-making by transforming data into actionable insights
	9:30am	Balancing technology and anthropology in your market research
	10:00am	How to use keyword research to identify emerging trends and opportunities for your business
	10:30am	The Future of B2B marketing & sales: Data-driven approaches
Lessons from the Field	11:00am	Opportunities, trends and challenges in the African marketplace
	11:30am	The future of corporate transportation in Africa
	12:00pm	Key take-aways from launching my global SAS business
Break	12:30pm	
Lessons from the Field	1:00pm	How to regain economic sustainability for destinations and their hospitality and tourism businesses
	1:30pm	From Lawyer to CEO - Founding A SaaS Start Up
Technology	2:30pm	Social Selling with A.I. - Using Artificial Intelligence to Go Global with Social in a Virtual World
	3:00pm	Technological advancements in international commercial claims and debt recovery
	3:30pm	The future of human communication is virtual
	4:00pm	AI to automate : Using AI to automate product strategy, competitive strategy, market intelligence & customer experience

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14th April 2021: Stream 1

Legal & Supply Chain Issues

Schedule

Category	Time (EST)	Topic
Legal Issues	3:00am	Patent basics
	3:30am	Essentials of an international franchise contract
	4:00am	Intellectual property right clauses that you must consider before signing
	4:30am	Legal Considerations During Uncertain Times
	5:00am	Making your contracts bulletproof, so you don't have to enforce your IP
	5:30am	Handling corruption issues (Why Corruption Risk is Not Just About the FCPA)
	6:00am	Patents, the Pandemic and You
	6:30am	How to take advantage of Free Trade Agreements
Break	7:00am	
Trade Compliance	7:30am	The Top 5 Risks for global business in 2021
	8:00am	New CE requirements for medtech products/medical SW
	8:30am	Commencement of Trade in AfCFTA: Key Issues, Opportunities and Challenges
Legal Issues	9:00am	Global trade disruptions: What businesses should know about tariffs, trade actions and supply chains
	9:30am	IP & Innovation: Due Diligence and Protection for Global Companies
Break	10:00am	
Trade Compliance	10:30am	International Due Diligence: Where is Your Risk?
Legal Issues	11:00am	Regulatory framework on electronic identification and authentication
	11:30am	Privacy and Data Protection Risks for Cross-Border Data transfer
	12:00pm	Why having a Mediation culture is good for business?
	12:30pm	Avoiding Unintentional Intellectual Property Infringement in Advertising
Break	1:00pm	
Supply Chain & Logistics	1:30pm	Customs basics: How to mitigate total cost of customs clearance by using proper customs clearance procedures
	2:00pm	"I've found a foreign supplier, now what?": Importing to the USA, and Incoterms 101
	2:30pm	Achieving Supply Chain Success in US Retail
	3:00pm	The New Standard: How Technology is Transforming North American Cross-border Freight
	3:30pm	Automated freight forwarding and cold storage industry as it relates to exports
Technology	4:00pm	Modernizing International Trade through Digitization
	4:30pm	How Covid19 has pushed digitization from being a 'nice-to-have' to a 'must-have'

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14th April 2021: Stream 2

Ecommerce, Branding, Online Marketing

Schedule

Category	Time (EST)	Topic
Technology	3:00am	The Future of Container Trucking
	3:30am	Blockchain technology and 4x4 Innovation Financing
	4:00am	Unbundling of Legal Services through LegalTech
Sales and Marketing	4:30am	The ABCs of Localization and importance of ranking in SERP
	5:00am	Easy SEO Wins in 2021 for Small-Medium Sized Businesses
Technology	5:30am	The Role Of Digitized Logistics In The Making Of A World-Power-Africa
	6:00am	Rethinking the Last Mile to face the next normal
	6:30am	Easy and quick way to introduce industry 4.0 into manufacturing companies through large scale AR
	7:00am	Digitization of the global organic supply chain and how it will help to overcome the next pandemic
Break	07:30am	
eCommerce	8:00am	Effective eCommerce strategies to reach a European audience
	8:30am	Entering the U.S. market to sell on Amazon FBA - what you need to know
	9:00am	Online is Now the Most Important Channel for Businesses Today - The Growth of eCommerce Accelerated by COVID-19
	9:30am	\$100M Ad Creative Study: The 7 proven ad types that scale e-commerce revenue
	10:00am	Bringing your product online in the USA: ecommerce strategies for those new to the US marketplace
	10:30am	Successful ecommerce strategies in light of Covid-19's changing marketplace
Sales and Marketing	11:00am	Going Global Strategies for winning global markets
	11:30am	Building International Partnerships in an Unpredictable Global Environment
	12:00pm	How to build a high value, global brand
Break	12:30pm	
Sales and Marketing	1:00pm	How to Stand Out and Differentiate Your Business in the Market
	1:30pm	The basics of online marketing for exporters
	2:00pm	The Silver Linings [Marketing] Playbook: Take-aways from a Year of Marketing in a Pandemic
	2:30pm	Brand storytelling
	3:00pm	One Perspective Shift in Increase Revenue Now
	3:30pm	Marketing in Times of Uncertainty
	4:00pm	How to Create Continuous Customer Engagement
	4:30pm	How To Use a Complete CRM to Scale Your Global Business

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15th April 2021: Stream 1

Sales & Marketing
Future-Proofing Your Brand
+ Market Entry into China, USA, UK & Europe

Schedule

Category	Time (EST)	Topic
Sales and Marketing	3:00am	Crowdsourcing content for brand marketing
	3:30am	How to overhaul your digital brand for a post-Covid business environment
	4:00am	How to build your brand in China
	4:30am	How to enter the China market
	5:00am	Digital Marketing Strategy for SMEs
	5:30am	How to increase your online sales without more advertising
	6:00am	How to deliver a Great Customer Experience to Drive Business Growth
	6:30am	Digital Innovation & Brand Impact
Break	7:00am	
Sales and Marketing	8:00am	Keys to expanding your brand into Portugal
	8:30am	Trade marketing as a value creator
	9:00am	The basics of online marketing for exporters entering the UK
	9:30am	Practical advice on reaching multi-cultural markets in the USA
	10:00am	Top 10 internet ranking factors for 2021
	10:30am	The importance of personal branding for your international sales strategy
	11:00am	Targeting EU-based clients: Localisation and standing out in search engines
	11:30am	TikTok - The basics of influencer marketing on TikTok and how to get started
	12:00pm	Update Your Sponsorship Model: A Strategic Approach to Live & Virtual Sponsorships
	12:30pm	Localizing your digital media buying to maximize international growth potential
Break	1:00pm	
Sales and Marketing	1:30pm	Future Proofing Your Brand
	2:00pm	Behind the Hype: Does Digital Marketing Actually Work?
	2:30pm	Using search engines to target new customer acquisition
	3:00pm	Organic Agriculture Product Marketing
	3:30pm	The short term and long term effects of content marketing as a new business generator
	4:00pm	TV and digital attribution, what is it? And how recent news from Apple and Google are impacting it
	4:30pm	Lightning-Fast Strategic Moves: Using Clear Brand Values to Adapt to Change

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15th April 2021: Stream 2

Sales & Marketing
Future-Proofing Your Brand
+ Market Entry into Africa

Schedule

Category	Time (EST)	Topic
Technology	4:00am	How to leverage technology to understand consumer needs in a changing marketplace
	4:30am	Technological developments redefining international trade
	5:00am	Why Conversational AI has become the #1 Tech Trend
Break	5:30am	
Sales and Marketing	8:00am	How to communicate your competitive advantages during a pandemic
	8:30am	How to use positive influence for power and profits
	9:00am	Getting the Most from Your Content
	9:30am	The importance of social media to your global business
	10:00am	Why Organic Celebrity Placements are the Holy Grail of Marketing, and How to Score One
	10:30am	Three ways To WIN with digital marketing in 2021
	11:00am	The Future of a Brand Promise: Positioning Your Brand for Success
	11:30am	Brand Position, Awareness, Equity & Voice
Market Research	12:00am	The Growth Market - Understanding the benefits of AfCFTA and doing business in Africa
Break	12:30pm	
Sales and Marketing	1:00pm	Finding foreign customers using LinkedIn
	1:30pm	Best Practices for Marketing Your Business through SEO, PR & Digital Marketing
	2:00pm	Autonomous Marketing Systems - Opportunities and Limitations
	2:30pm	How to Connect Your Inspiring Story with Your Exact Target Market
	3:00pm	How to price your products
	3:30pm	How to reach the US healthcare consumer market with SEO marketing
Technology	4:00pm	Building your go-to-market strategy

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