



CIFAL Curitiba-International Marketing

Population

Date limite: 24 juin 2024

Type:	Side Event
Emplacement:	Curitiba, Brazil
Date:	25 juin 2024
Durée:	1 Days
Zone du programme:	Decentralize Cooperation Programme
Site internet:	https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...
Prix:	0.00 \$US
Personne de référence de l'événement:	naijla.alam@sistemafiep.org.br

ARRIÈRE PLAN

Training for understanding international marketing in destination countries.

OBJECTIFS DE L'ÉVÉNEMENT

Prepares the industry that wishes to export to understand how to access the international market by considering its product and the regulations of the destination countries. For example, packaging, prices, colors, formats, distribution channels, target audience, religions of the countries, age groups, among others.

CONTENU ET STRUCTURE

Positioning the company in the international market
Care in preparing communication materials
Cultural aspects and their relevance in the choice of colors and images
Promoting products on international portals and events
Monitoring industry trends
Brand protection
The importance of partnerships.

MÉTHODOLOGIE

Expository training in EAD (Distance Education) and participatory live sessions, with written materials and PPT presentations.

AUDIENCE VISÉE

Industries in Paraná from various sectors, including micro, small, and medium-sized companies with little or no export experience. These companies are present in all regions of the state.