



International Business Development & Trade

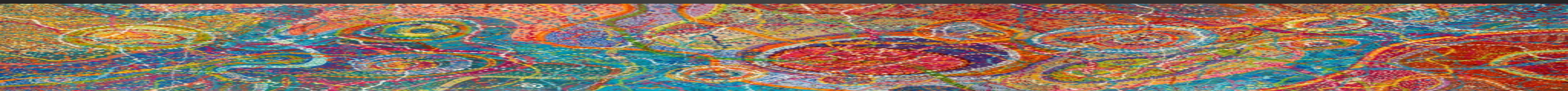
- An Overview



**Export Counselling & Training
Brought To You By:
Shahéd Khan**

Contents

- My Introduction
 - Why am I into International Business Development & Trade
 - My Background, Education & Experience
 - My Expertise
- Trade Barriers
 - Cultural Barriers
- Leading Industry Sectors
- Emerging Markets
- My Recommendations & Advice
- The Process Involved
- My Services



MY INTRODUCTION

GOOD DAY

MY NAME IS

SHAHÉD KHAN

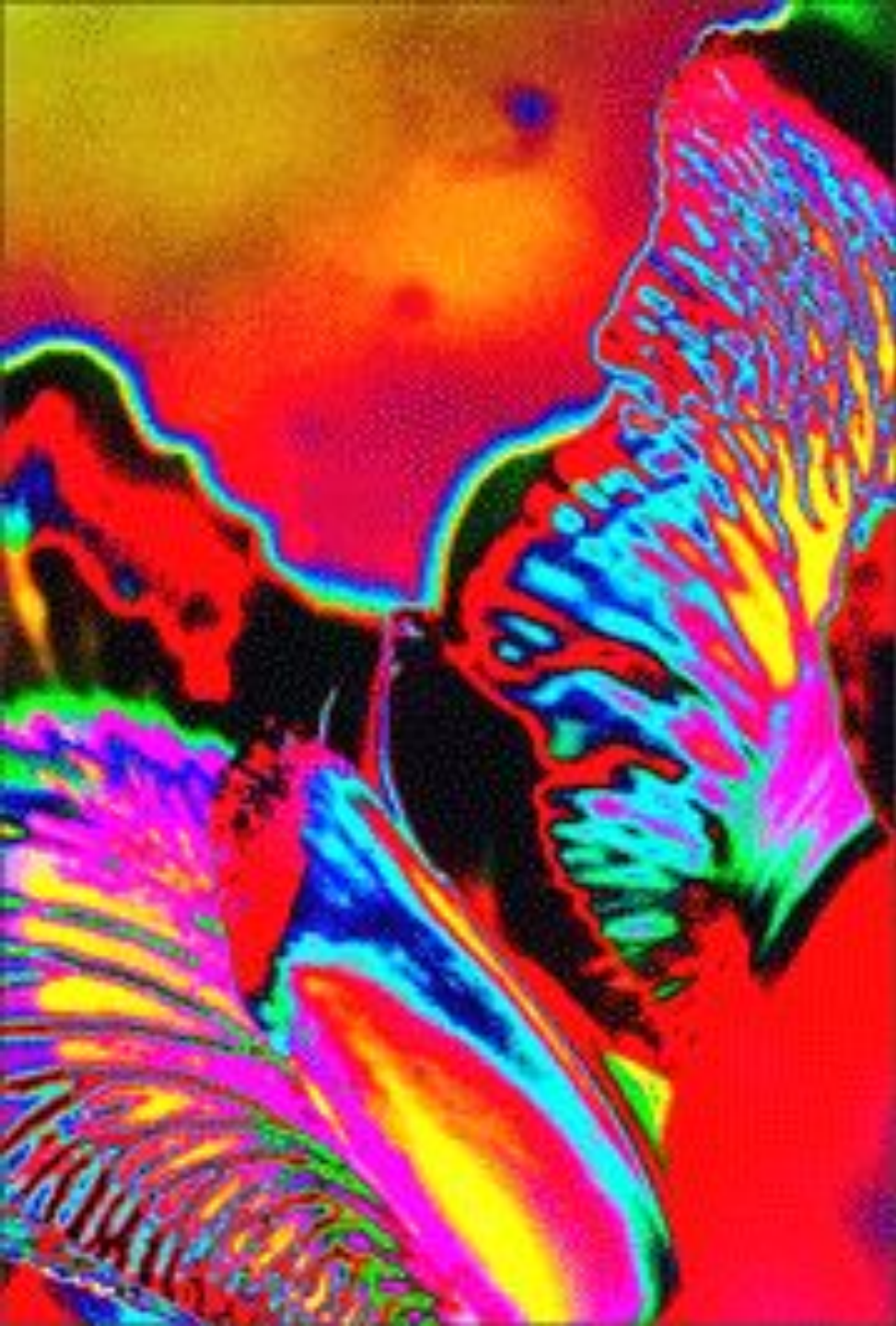
TODAY I WOULD LIKE TO TALK ABOUT

INTERNATIONAL
BUSINESS DEVELOPMENT
&
TRADE

AND

HOW I HAVE EVOLVED AS AN EXPERIENCED
&
SEASONED AUTHORITY IN THIS DISCIPLINE.





“I have a passion for assisting companies
that are interested in pursuing their
dreams regarding International Trade.

I am very keen on meeting
‘Aspiring Exporters’
that have a
VISION
To grow internationally.”

EXPORTING OPENS NEW HORIZONS FOR YOUR COMPANY



EXPORTING IS BENEFICIAL FOR MANY GOOD REASONS

- ✓ **Access** to markets worldwide.
- ✓ **Larger Market** - More than 70 percent of the world's market is outside of the United States. Competitors are capitalizing upon this fact.
- ✓ **More Profitability.** More Sales. More jobs are created, Salaries are higher at exporting companies.
- ✓ **Stability** - Can sustain longer and in fact remain prosperous even during adverse economic conditions.

My Background, Education & Experience



Why do I believe I am an authority when it comes to International Trade?

The short answer is:

Because I have been involved in International Trade for over 25 years – Virtually throughout my career.

Before I embark upon the presentations and the task of imparting some of the knowledge and information regarding International Trade, I believe I must share a little about myself and my background with you.

BACKGROUND

I belong to a family that owns the largest Carpets Manufacturing Group of Companies in the Indian Sub-Continent.

It was established in the mid 50s.

EDUCATION

In 1986, I Graduated with a B. Sc in Industrial Technology from The University of Wisconsin.

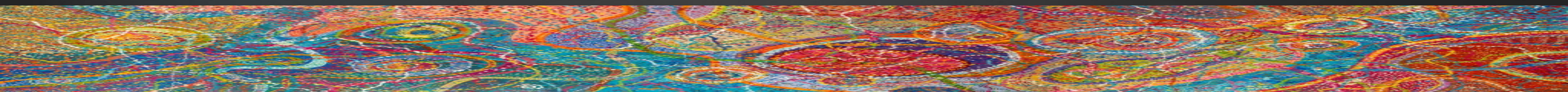
EXPERIENCE

I have 25+ years of overall International Business Development & Global Trade Experience as a CEO by virtue of my family business as well as 15 years of Consulting and Entrepreneurship in the USA.

Some Of The Products And Industries I Have Been Involved, Include;



- Carpets
- Textile products
- Leather Products
- Home Furnishings
- Pharmaceuticals and distribution
- Healthcare related equipment and solutions
 - Imaging Centers
 - Hospital Building
- Water Treatment and Solutions
- National Identity Cards project – Pakistan



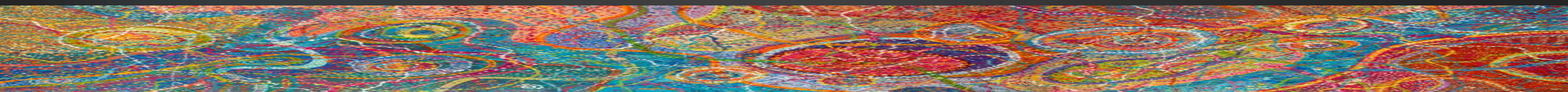
My Expertise

Why do I find it easy to understand various disciplines and fields of business and apply myself effectively?

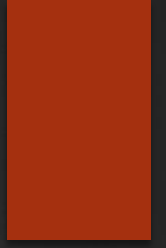
ANSWER:

Being an Industrial Technologist and a Businessman I have gained knowledge of the World markets through continuous and extensive research.

This combination has facilitated me tremendously in understanding the manufacturing process, World markets and the business aspect of any given product or service.

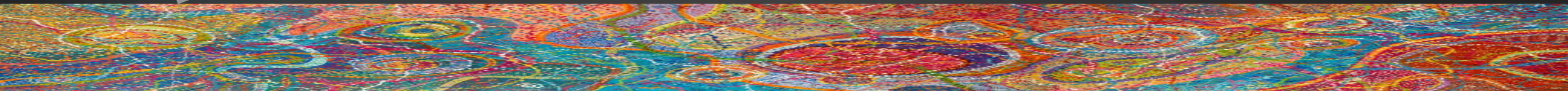
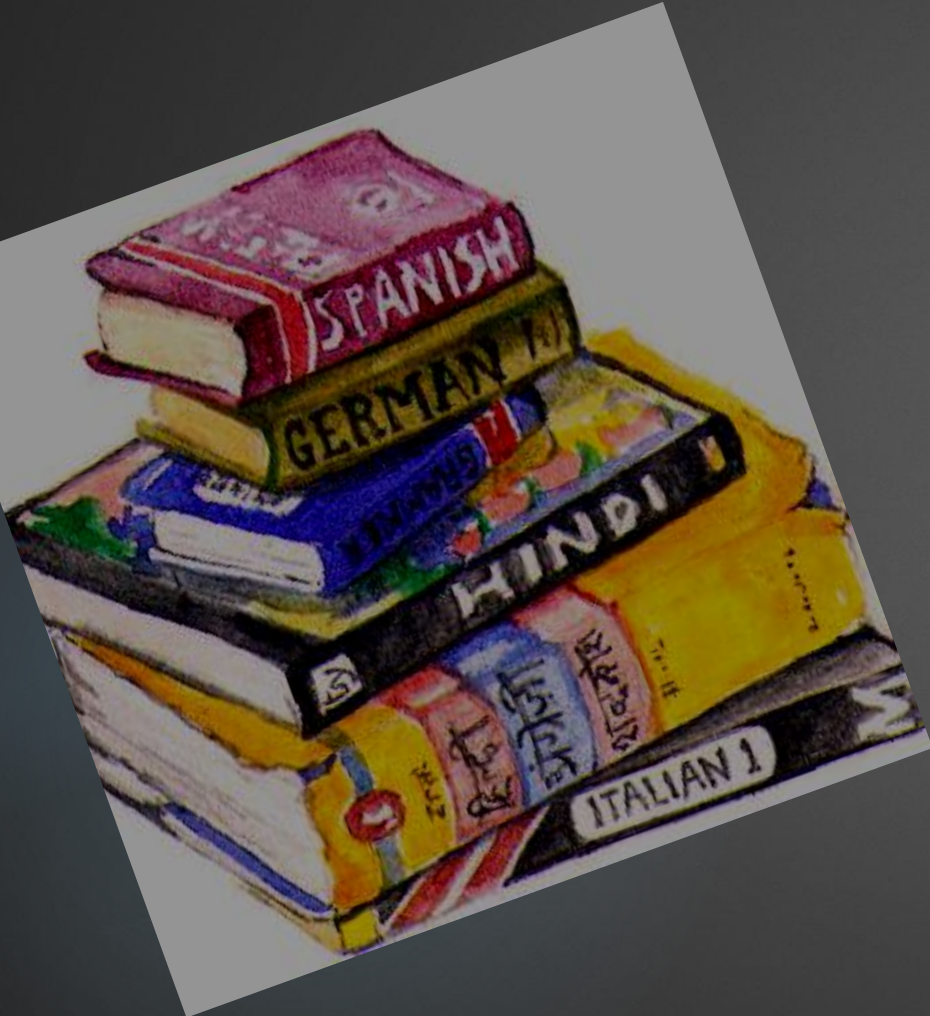


Barriers & Hurdles



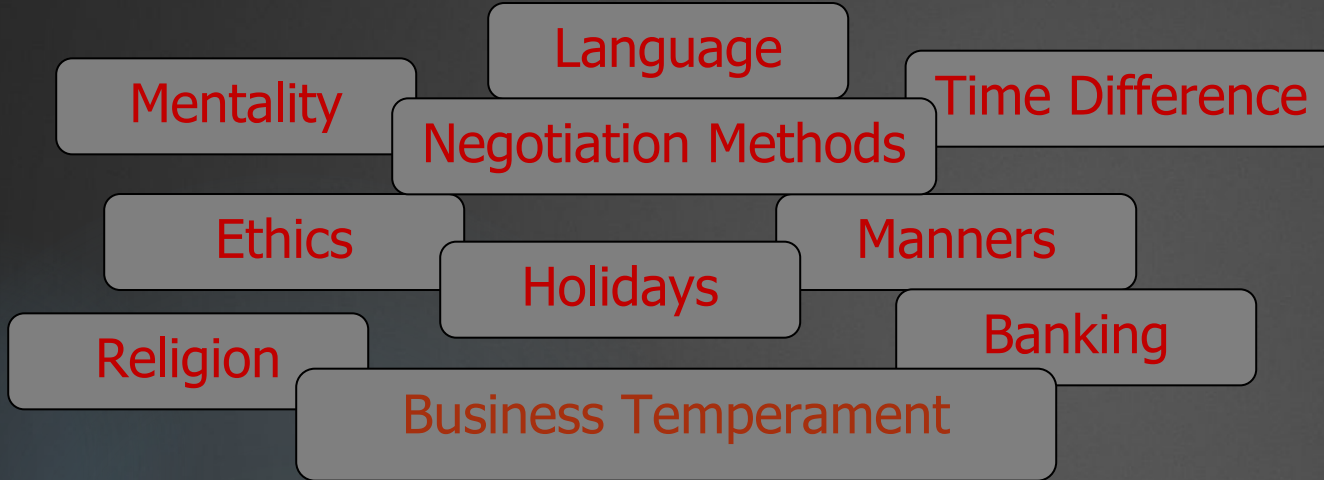
Many Small To Medium Size Companies
Hesitate Towards
Exploring International Markets
Because They Do Not Know
What To Expect And
What They Are Heading For
In Terms Of Some Barriers Listed.

They Are Afraid Of Taking That Plunge.



Cultural Barriers

We all know about 'Cultural Differences' and the barriers these can pose while attempting to execute an international transaction, such as;



One has to overcome most of the above in order to
IDENTIFY SPECIFIC OPPORTUNITIES

and then be able to capitalize on those.

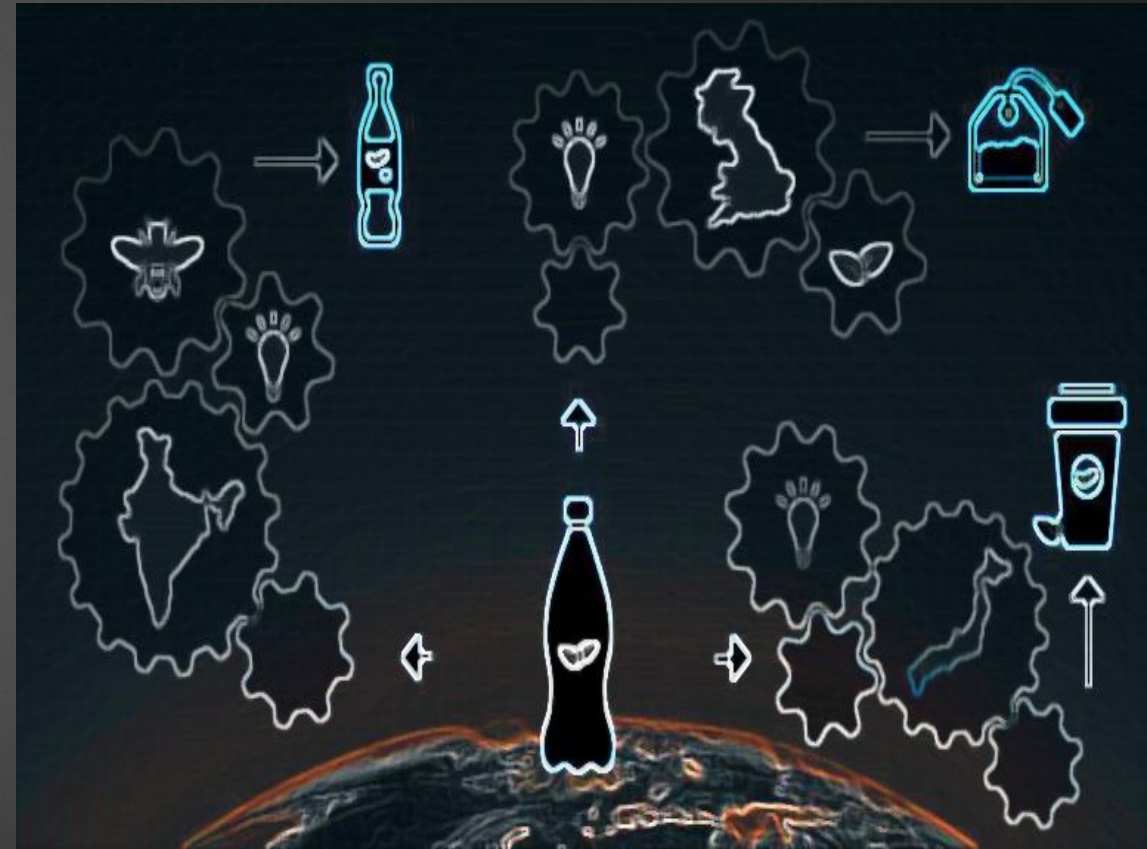
I have excelled and mastered quite a few
of the above over the years.



Leading Industry Sectors

I strongly believe that today some of the major areas of business that possess the greatest potential in the International arena are;

The Healthcare Industry
IT
Consumer Products
Telecommunications
Water and Environment Related
Education
&
The Food Industry



Emerging Markets



In My Opinion The Leading Main Regions That Will Witness Exponential Growth In The Next Decade Especially In The Industry Sectors Mentioned Earlier, Are;

The Middle East

Particularly The Gulf Cooperating Council (GCC) consisting of Saudi Arabia, Kuwait, Bahrain, Qatar, Oman, and the United Arab Emirates

Indian Sub-Continent

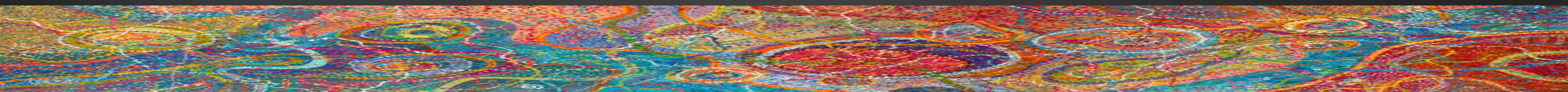
India, Pakistan and Bangladesh

Europe

Norway, Denmark and The United Kingdom

The Far-East

Singapore, Malaysia, Indonesia



My Recommendations & Advice

Even State-of-the-art technology cannot overcome the barriers to International trade and a personal touch is still very much a necessity.

So, Take that plunge, and travel to the regions that interest you, or you find appealing.

Don't waste time or resources on Market Research. Just do an 'Export Sample Test'. You will see that a customized Market Research will open up to you automatically.

JUST DO IT. Don't look at others and sit thinking about it.

YOU WILL LOVE IT.

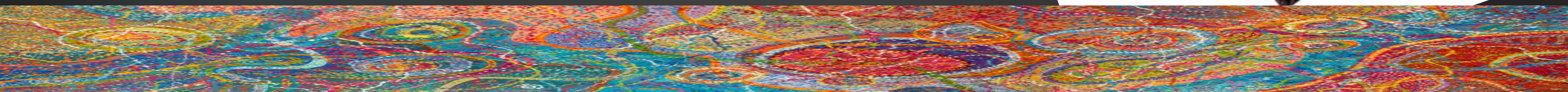


The Process & Work

Through experience, I have learned that the typical steps and phases that help me in gaining reasonable knowledge are;

- ✓ Company History
- ✓ Manufacturing process
- ✓ Getting to know the personnel – learn about issues and listen to suggestions
 - ✓ Distribution and other departments
 - ✓ Marketing plan (if one exists)
- ✓ Accompany experienced sales people on visits to clients
 - ✓ Cost analysis/Accounts
 - ✓ Past and current sales records

Usually takes one to two months depending upon the complexity of the business



Services

I Have The Ability To Assist Companies In Establishing Themselves In International Markets Proficiently And Cost-effectively.

Some of the services involved in the process would be;

- ❖ International Market Research
 - ❖ Developing a plan
 - ❖ Identifying Partners
 - ❖ Finding Investors
 - ❖ Locating Distributors
 - ❖ Opening new offices
 - ❖ Recruiting
- ❖ Traveling with the client to the desired Country
 - ❖ Follow up
 - ❖ Implementation

