



<b>Seminar Title</b>	<b>Exporting for Success: A New Horizon for Small Businesses</b>
<b>Description</b>	<p>Traditionally, international business and exports have been viewed as exclusive domains of large and multinational organisations. An increasing number of small business owners and spirited entrepreneurs are today defying those norms and achieving success with innovative products and competitive positioning. From home-based eBusinesses to retail brand owners, there are numerous success stories and examples to inspire other potential exporters. While there is no one universal formula for success, there are underlying critical factors that combine to produce a winning strategy.</p> <p>This seminar focuses on tapping into the hidden potential of small businesses and directing their passion and commitment to achieve success in the international markets. Learn how to effectively utilise your available resources, skills and networks in creating export opportunities and develop new sustainable strategies for a long-term business growth.</p>
<b>Why Attend</b>	<ul style="list-style-type: none"><li>* Get a pragmatic view of international business and export markets from an expert with extensive career experience.</li><li>* Discover critical areas of business and internal business processes that can be exploited to create a competitive advantage.</li><li>* Analyse two case studies of successful small business exporters and relate them to your business situation.</li><li>* Learn how to develop and implement a strategic Export Plan.</li><li>* Gather information on Australian government programs, assistance and grants available to new exporters.</li><li>* Learn how to effectively utilise available resources and assistance to your long term advantage.</li><li>* Sign up for a complimentary Export Readiness Audit for your business</li></ul>
<b>Who Should Attend</b>	<ul style="list-style-type: none"><li>* Small to Medium Business Owners</li><li>* Aspiring Exporters / Professionals</li></ul>
<b>Mode of Delivery</b>	Powerpoint presentation, Discussion, Q&A
<b>Materials Provided</b>	Presentation Hard Copies, Reference Materials
<b>Venue/Location</b>	TBA
<b>Date</b>	TBA
<b>Cost</b>	TBA

**Varoma International Pty Ltd**

ABN 51 121 368 385

Postal Address: PO Box 3292, Caroline Springs, VIC 3023, Australia - Tel: +61 3 9363 1115 Fax: +61 3 9363 1192Email: [enquiries@varoma.com.au](mailto:enquiries@varoma.com.au) Web: [www.varoma.com.au](http://www.varoma.com.au)

Event Registration Form

Seminar:

**Exporting for Success: A New Horizon for Small  
Businesses**

**Venue:** TBA

**Date:** TBA

(Note: This registration will be treated as an expression of interest. Once the event details  
Are finalised, we shall contact you to confirm the registration)

Company/Business Name \_\_\_\_\_

ABN/ACN \_\_\_\_\_

Your Full Name \_\_\_\_\_

Designation \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Preferred Date & Time \_\_\_\_\_

Cost **TBA**

Payment TBA

**COMPLETE AND FAX TO: 03 9363 1192**

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