



CIFAL Curitiba-International Marketing

Personas

Plazo: 24 Jun 2024

Tipo:	Side Event
Ubicación:	Curitiba, Brasil
Fecha:	25 Jun 2024
Duración:	1 Days
Área del programa:	Decentralize Cooperation Programme
Sitio web:	https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...
Precio:	0,00 US\$
Correo Electrónico del Centro de Coordinación del Evento:	naijla.alam@sistemafiep.org.br

ANTECEDENTES

Training for understanding international marketing in destination countries.

OBJETIVOS DEL EVENTO

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.

CONTENIDO Y ESTRUCTURA

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.

METODOLOGÍA

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

PÚBLICO OBJETIVO

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.