

Session Details

APEC: Growing Indigenous Businesses Through Trade

The Growing Indigenous Businesses Through Trade program will be delivered online to Indigenous business participants* from APEC economies.

Training sessions will be held online over the period of September to November 2022.

There will be five instructional sessions - each 1.5 hours in duration. There will be two additional practical sessions on business pitching.

In addition, participants will have access to one-on-one coaching.

Session 1 - Tuesday 20 September **Understanding the export journey** **and identifying your market**

Objective(s)

- Understanding ways to assess the market and your capabilities.

Coverage

- Methodologies such as CAGE distance analysis; SWOT analysis; and PESTLE analysis (see terms below).
 - *CAGE: Cultural, Administrative, Geographic, Economic*

- *SWOT: Strengths, Weaknesses, Opportunities, Threats*
- *PESTLE: Political, Economic, Social, Technological, Legal, Environmental*

Session 2 - Friday 30 September **Getting your product and service** **to market**

Objective(s)

- To consider the various forms of market entry mechanisms;
- Being aware of logistical terms and processes.

Coverage

- Direct exporting; agents vs wholesalers; joint ventures; e-commerce marketplaces;
- Licenses and approvals; tariff duties; and international commercial terms.

Session 3 - Tuesday 11 October **Intellectual property rights**

Objective(s)

- Understanding marketing techniques and building a brand;
- How to protect your intellectual assets and brand.

Coverage

- Marketing psychology; branding;
- Copyright; trademark; trade secrets; patent; planning; seeking advice; going overseas

Session 4 - Tuesday 18 October Accessing the right finances and finding an innovative business model

Objective(s)

- Making sure you get paid.
- Finding options for growth financing.
- Considering alternative business models.

Coverage

- Methods of payments; insurance; managing foreign exchange currency risks.
- Business model canvas.

One-on-one sessions - to be scheduled between 10 to 28 October

Coaching

Objective(s)

- Reflect upon ideas and consider innovative approaches.
- Gain answers to specific questions.

Coverage

- Individual discussions with participants.

Session 5 - Tuesday 25 October How to deliver an effective pitch

Objective(s)

- Build confidence and clarify narrative.

Coverage

- Telling your story; unique value proposition; financial performance; sales forecasts; and growth potential.

Session 6 - Friday 28 October Practising your pitch

Objective(s)

- Hone pitching skills.

Coverage

- Peer assessment and feedback.

Session 7 - Tuesday 1 November Final pitch delivery

Objective(s)

- Create initial market exposure.

Coverage

- Allow entrepreneurs to showcase their business/products, including to non-Indigenous business audience.

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* The program is open to Indigenous entrepreneurs in APEC economies who are:

- (i) able to understand and speak English**;
- (ii) already operating successfully in a domestic context;
- (iii) exploring the idea of exporting, or have just started to export and are looking to other markets.

** We will explore a separate session catering for non-English speaking candidates.