



CIFAL Curitiba-International Marketing

People

Deadline: 24 Jun 2024

Type:	Side Event
Location:	Curitiba, Brazil
Date:	25 Jun 2024
Duration:	1 Days
Programme Area:	Decentralize Cooperation Programme
Website:	https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...
Price:	\$0.00
Event Focal Point Email:	naijla.alam@sistemafiep.org.br

BACKGROUND

Training for understanding international marketing in destination countries.

EVENT OBJECTIVES

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.

CONTENT AND 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.

METHODOLOGY

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

TARGETED AUDIENCE

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.