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### CIFAL Curitiba-International Marketing

#### People

Deadline: 24 Jun 2024

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

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#### 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.