



CIFAL Curitiba-International Marketing



24 6 2024



Side Event



Curitiba, Brazil



25 6 2024



1 Days



Decentralize Cooperation Programme



<https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...>



US\$0.00



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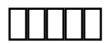


Training for understanding international marketing in destination countries.



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.



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.



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



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.