Export Marketing and Cross Border Trade Development

Sales and Marketing

Course Overview

Export Marketing and Cross Border Trade Development: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Export Marketing and Cross Border Trade Development
- Apply practical tools and techniques for Export Marketing and Cross Border Trade Development in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Export Marketing and Cross Border Trade Development in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Export Marketing and Cross Border Trade Development in today's organisation
2. Key concepts and the language of Export Marketing and Cross Border Trade Development
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Export Marketing and Cross Border Trade Development with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
16 to 20 Nov 2026	Johannesburg	**$1,395**
23 to 27 Nov 2026	Durban	**$1,650**
30 Nov to 4 Dec 2026	Accra	**$1,650**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.