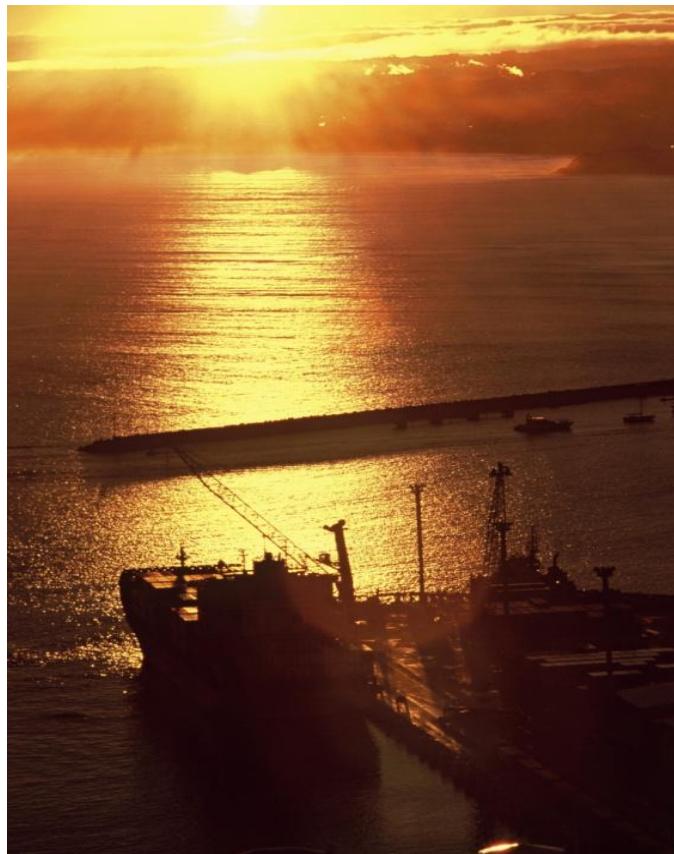




NEW ZEALAND
SCHOOL OF EXPORT

Exporter Growth Programme

INFORMATION PACK – July 2010



The Exporter Growth Programme

The Exporter Growth Programme is a road-map to export success which is tailored to the specific needs of your company. The benefits of participating include:

- Help from independent specialist professionals to grow your exports
- Complete confidentiality about your business
- Relevant and practical learning materials written by exporters for exporters that are immediately applicable to your business
- Programme entirely delivered via distance learning so no need to go off-site
- Programme tailored meet your specific needs by industry sector
- Template documents on such aspects as Agency and Distributor agreements which save you thousands of dollars in legal fees
- Checklists on such essential requirements as Export Pricing or Selling
- Access to reliable online information on such things as foreign exchange rates
- Access to the largest collection of case studies on New Zealand exporters
- Increased productivity and export capability
- Accredited provider who has been quality assured by the global body IATTO
- Outstanding value for money as we have no expensive overheads!

The Exporter Growth Programme (EGP) has been specially designed in response to requests from those exporters who wish to have the same information as is required to achieve the Global Trade Professional™ (GTP) designation but who do not have the time to complete the Diploma of International Trade through distance learning.

The EGP therefore contains the same information as the Diploma but without the requirement to be assessed - which suits many individuals better. However, it also means that there is no award given and neither is the EGP eligible for GTP status - although you can transfer to the GTP route at any time without penalty.

Who is the EGP aimed at?

- SMEs which are *existing* exporters and want to grow
- Businesses that need help in starting to export (pre-exporters)
- Employees of medium sized and large businesses who want to increase their practical knowledge of international trade so that they can do their jobs better
- Lapsed exporters who want to resume trading but need advice and support
- Individuals looking for career advancement but who are not yet ready to study for the professional Diploma in International Trade to gain the GTP designation

Background to the New Zealand School of Export

The New Zealand School of Export is a Charitable Trust (No. 1970144 and Charities Commission No. CC11246) incorporated in 2007 for the purpose of raising the standard of New Zealand exporters to the same level as their competitors in other countries.

Following an on-site inspection by the global body IATTO in 2008, we became (and still are) the only institution in New Zealand to be granted Accredited Provider status allowing us to award our own professional Certificate and Diploma in International Trade. These qualifications are offered only by distance learning to meet the needs of exporters and we do not offer these courses to school-leavers or international students in order to ensure that we do not deviate from our primary purpose.

IATTO (the International Association of Trade Training Organisations) was founded in the early 1970s and has members in over 25 countries including Australia, South Africa, UK, UK, China and India.



In February 2009, the School proudly celebrated its first graduates from the Diploma of International Trade programme including staff from Atrax, Cowell's Pavlovas, New Zealand Steel and Red Seal.

In 2009 we were also finalists in the education category of the VERO Excellence in Business Support Awards and the EEO Trust Work & Life Awards.

Governed by a Board of Trustees, the School has an independent Advisory Council which comprises representatives from industry and government (NZTE), as well as School staff and participants in the Diploma.

2010 sees the launch of the Exporter Growth Programme as the next stage in meeting our purpose.

Our Promise

- We are easy to do business with.
- We endeavour to always respond to you within 24 hours on weekdays.
- We are approachable, respectful and honest.
- We will listen to what you tell us and provide accurate, non-political and independent advice.
- We will provide globally accredited qualifications and professional development that are relevant to you.
- We will maintain complete confidentiality about your business and only disclose your involvement in the programme – such as for publicity purposes - with your written approval.
- We use a Continuous Improvement Process to raise our performance.

Why study with the New Zealand School of Export?

Because we're so very different - so our exporters tell us!

- We are **specialists** in growing exporters to world-class levels.
- We work with you to provide tailored solutions for your business.
- We are friendly, flexible and we work around you.
- We have been working with exporters since 2007 and before that, our staff have been working in and with business for decades.
- Our team are **professionally qualified** and **experienced practitioners** who understand that for most business people, time and money are in scarce supply.
- The School is the **sole provider** of the internationally accredited Certificate and Diploma of International Trade in New Zealand, the route to GTP™.
- The School is a **Charitable Trust** - so we constantly re-invest in our training programmes, in scholarships, in subsidies (such as for the EGP) and the **service** we can provide to you, rather than worrying about profits and keeping shareholders happy by extracting value from the School.
- All our **Personal tutors have all completed the Diploma of International Trade** by distance learning while working full-time through the Canadian member of IATTO - so we have a real understanding of the pressures of working and learning.
- Through the School you will access a network of Adjunct Faculty - all **highly experienced** exporters in their own right.
- Our Programme fees are all inclusive - there are **no hidden charges**.

What does the Exporter Growth Programme cover?

The Programme comprises eight highly practical modules - which are continuously updated – and applied in the following logical sequence so that you increase your export knowledge and skills as you go:

Module 1 - Global Business Environment
Module 2 - International Trade Research
Module 3 - International Marketing
Module 4 - International Trade Logistics
Module 5 - International Trade Finance
Module 6 - International Market Entry
Module 7 - Legal Aspects of International Trade
Module 8 - International Trade Management

There are no assessments or exams on the EGP for you to complete, so you may work through each module at a pace which suits you and with the support of a mentor at the School.

How does the Exporter Growth Programme work?

At the start of the programme, you undertake an **Exporter Health Check** which comprises a **one-day visit** to your company by New Zealand School of Export staff. This provides an opportunity for us to gain an insight into your business and assess the issues you are facing. By doing this, we can tailor the information and advice we provide as we work with you throughout the rest of the Programme. We then spend **three days** back at the School preparing a detailed export strategy for you and present this to you in a final **one-day on-site visit**.

The visit provides you with two days of intensive business mentoring and consultancy – an opportunity to work with a specialist *on* your business, rather than *in* it.

You can then choose to stop or to proceed with the rest of the Programme.

Following the Exporter Health Check, each of the eight **highly practical modules** are posted to you in sequence. You also receive an electronic version by email so that you can download this onto your laptop. Each learning pack contains everything you need to study that module, including templates, checklists and case studies.

What about Business Mentoring?

The Exporter Development Programme also includes **30 minutes of one-on-one business mentoring each week**, either by email or telephone (you decide the method which suits you best) to keep you on track and to guide you in reaching practical solutions to the problems you face.

How long is the programme?

The Exporter Development Programme takes between 6 – 8 months to complete depending on how much time you can set aside to work on the business. We know that in International Trade, things don't always go as planned, so **we work around you and your business**.

When does the Exporter Development Programme start?

When does the Exporter Development Programme start? **When you are ready.** The New Zealand School of Export offers a 'Flexi-start' on all programmes, which means you can begin on the 1st day of any month – you choose what suits you best.

Are there any exams?

No, the Exporter Development Programme is all about applying what you have learned to your business, there are no assessments or qualifications associated with the programme – **just practical application.**

If you are interested in studying for a qualification, you may be interested in the New Zealand School of Export Certificate or Diploma of International Trade – further details are available on our website at: www.export.ac.nz or call us on: 06 356 5656 and we can send you an information pack.

Who studies at the New Zealand School of Export?

The people who study at the School are all very different in their personal background, work experience and the size of business they work in. Some are new to exporting and study so that they can seek promotion in the future. Others are experienced, but seeking new ways of doing things, or to bridge gaps in their knowledge. We also have some very experienced exporters who, after working in the business for 20 - 30 years, are seeking validation of their experience in the form of a qualification. Read more about some of our exporters on the School's website:

<http://www.export.ac.nz/endorsements.html>

Who delivers the course?

The New Zealand School of Export has a number of staff, Personal Tutors, and Adjunct Faculty who make up a small team of professionally qualified and experienced practitioners with real experience of international trade. Read more on the School website: (<http://www.export.ac.nz/staff>).

How much does the Exporter Development Programme cost?

As a specialist distance-learning provider, the New Zealand School of Export has none of the overheads which larger institutions have to carry, so we can keep our costs down and still provide you with excellent resources and customer service.

Exporter Health Check only Comprising 2 days on-site at your business (travel costs included within New Zealand) and 3 days analysis by our staff.	Cost (ex-GST) \$4,500
Minus 50% School subsidy	\$2,250
YOU PAY	\$2,250 plus GST
Exporter Growth Programme only Comprising 8 modules in hard copy and electronic format and 30 minutes business mentoring per week for up to 8 months.	Cost (ex-GST) \$7,030
Minus 50% School subsidy	\$3,515
YOU PAY	\$3,515 plus GST
Diploma of International Trade only Comprising 8 modules in hard copy and electronic format and 1 hour business mentoring per week for up to 17 months. Privileged access to ELIS (Export Library & Information Service). All assessment and examination fees.	Cost (ex-GST) \$9,280
Minus Scholarship (if successfully awarded) valued at \$1,200	\$1,200
YOU PAY	\$8,080 plus GST

Is full payment required up-front?

Please note that fees for the Exporter Health Check must be paid within 14 days of our receipt of your application of enrolment. Payments for the Exporter Growth Programme can be made on a per-module basis – please indicate your payment preference on the Enrolment Application Form.

Export Library and Information Service (ELIS)

Our unique online Export Library & Information Service (ELIS) is freely available on the School website and brings together a huge amount of key information in one location, allowing exporters to search for everything they need from country profiles and free trade agreements to airport maps, time zone information and the latest in foreign exchange rates – which saves exporters an enormous amount of time.

Those enrolled in the Certificate and Diploma of International Trade, and School Alumni, are given privileged access to the ELIS catalogue and the services of Graeme Siddle, our full-time professional business librarian.



Graeme Siddle, Head of Library and Information Services

Any questions?



If you still have questions please contact Alison Vickers our Marketing Director who will be delighted to help you:

☎ 06 356 5656 ☎ 027 387 3137 ✉ alison@export.ac.nz
💻 <http://www.export.ac.nz>

Alternatively, our Director – Dr Romuald Rudzki – is always keen to talk to companies, he can be contacted on:

☎ 06 356 5656 ☎ 021 783 054 ✉ rom@export.ac.nz
💻 <http://www.export.ac.nz>



What do I do next?

Complete the attached application form and post/fax/email to:

New Zealand School of Export, Aokautere Park, 75 Staces Road RD1, Palmerston North 4471 ✉ 06 356 1057 ✉ info@export.ac.nz

Thank you for very much for your interest in the New Zealand School of Export – we look forward to working with you!

Application for Enrolment

Exporter Growth Programme and Export Health Check

PERSONAL DETAILS			
Title (tick one):	Mr	Mrs	Other (please specify)
Family name:	First names:		Preferred name:
Job title:	How long have you been in this role?		
Please briefly describe your work:			
What is your highest qualification?			
Have you undertaken Distance Learning before?		Where did you study?	
Is there any other information you think is important for us to know?			
BUSINESS DETAILS (or attach your business card)			
Business name:			
Business address:			
Telephone:		Fax:	
Website:		Mobile:	
Email address:			
BUSINESS PROFILE			
Trading since:	Sole trader:	Partnership:	Registered Company:

Please describe your organisation's exporting activity (e.g. products you currently export or are interested in exporting; country/countries your organisation is exporting to or interested in exporting to?):

Approximately what percentage of your organisation's turnover is from exports?

ENROLMENT DETAILS – please tick the parts of the programme you want to participate in:

Export Health Check Only	Exporter Growth Programme Only
Export Health Check plus Exporter Growth Programme	

What do you hope to achieve by participating in the Exporter Growth Programme?

DELIVERY DETAILS (for your learning materials):

How would you prefer us to contact you? (please tick one):	Email:	Telephone:	No preference:
HOW DID YOU HEAR ABOUT US?			
NZ School of Export website	Export New Zealand	NZTE	
Media (please specify)	Other		

FEE PAYMENT OPTIONS

Payment terms strictly 14 days from the date of invoice. Please tick one option only:

- I wish to participate in the Export Health Check only, please invoice me/my organisation for the full amount of: \$2,250.00 plus GST
- I wish to participate in the Exporter Growth Programme only, please invoice me/my organisation for the full amount of: \$3,515.00 plus GST
- I wish to participate in the Export Health Check AND Exporter Growth Programme, please invoice me/my organisation for the full amount of \$5765.00 plus GST
- I wish to participate in the Export Health Check AND Exporter Growth Programme, please contact me to set up per-module payments

Disclosure and use of information

The information you have provided in this form may be personal information for the purposes of the Privacy Act 1993. You are entitled to have access to and to correct that information. The New Zealand School of Export is collecting the above information to allow us to administer the Export Health Check and Exporter Growth Programme. Your details will not be passed or sold to any other person(s) or bodies.

DECLARATION

By signing this enrolment form, you agree that the New Zealand School of Export:

- May collect, use and disclose the above information only for the purposes set out above;
- Is not liable for any loss that may arise out of the use of, or reliance on, information or advice provided under the Export Health Check or Exporter Growth Programme;
- Is required to ask for your co-operation in order to provide feedback on the Export Health Check and/or Exporter Growth Programme to its auditors and monitoring agencies.

I confirm that the details I have supplied are true and correct. I understand that if this information is subsequently found to be false, my enrolment will be cancelled and I will be liable for any costs incurred to the New Zealand School of Export in cancelling my enrolment. I understand my enrolment will not be actioned if I do not sign this Declaration.

Name: (please print):

Signature:

Date:

Please complete all the relevant information and sign this form. Fax, post or email your completed form to: New Zealand School of Export, Aokautere Park, 75 Staces Road RD1, Palmerston North 4471  06 356 1057  info@export.ac.nz

We will be in touch shortly – thank you for your application.