



The American Chamber  
of Commerce in Jordan



## Export Marketing & Successful Participation in Trade Shows

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### Training Description:

Overseas trade shows are an excellent way for your business to explore new export potential. But where do you begin, and how do you make the best out of this opportunity? This workshop provides your business with methods for generating more exports through effective participation in trade shows with a specific focus on the US market.

### Key Topics Covered:

- Understanding your export readiness.
- Export market targeting.
- Types of partnerships.
- Platforms for business generation and selecting trade shows.
- Marketing materials and sales channels.
- Identifying, contacting and negotiating with partners.

### Learning Outcomes:

Provides the tools and technical knowledge to research, evaluate and execute the best plan for growing your exports to the US and other markets. Develops skills for effective participation in trade shows and for shaping your marketing messages.

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