



Australia Awards



## International Business Readiness for Women In Global Business

Food Production and Processing



WOMEN *IN*  
GLOBAL BUSINESS

Indonesia

### An Australia Short Term Award

Australia Awards is seeking applications for women who work, or own a business in the food and beverage sector and who would like to develop their knowledge and skills in international business through attending a two-week short course in Australia in September 2016. This course seeks to support business women in taking their products to the international market.

This course aims to encourage, support and advance the involvement of Indonesian business women in international business and connect their businesses with market opportunities for international expansion.

Through attending this two-week program, you will explore international markets and ways to make international expansion possible for your business.

#### To be selected for this course, you must:

- Be a female entrepreneur or owner of a food and beverage business or hold a senior position within an Indonesian food and beverage company; the organisation must be established and operating successfully for five years or more
- Be a female representative (at echelon III or IV level) from either the Ministry of Women Empowerment and Child Protection, the Ministry of Small Medium Enterprises or the Ministry of Trade
- Be committed to prepare and implement a development project as part of the course; engage actively and foster networks with multiple stakeholders including in Australia and to disseminate learning from the course with colleagues and peers
- Have a Bachelor's Degree or higher
- Have a minimum English language proficiency level equivalent of IELTS 5.0 or TOEFL 500

This is a fully funded scholarship. All course fees, travel, accommodation and per diems will be provided by Australia Awards.

**People with a disability are encouraged to apply**

For more information and to download an application form, please visit our website at [www.australiaawardsindonesia.org](http://www.australiaawardsindonesia.org). Please fill, check and send the form to our email address: [shorttermawards@australiaawardsindonesia.org](mailto:shorttermawards@australiaawardsindonesia.org) with subject: **Women in Global Business (WIGB) Food Production & Processing**

All application MUST be submitted before **25 June 2016**.





Australia Awards



# International Business Readiness for Women In Global Business

Food Production and Processing



WOMEN *IN*  
GLOBAL BUSINESS

Indonesia

## The Course Learning Objectives:

- Understand and analyse the business and trade environment (legal, social, political, environmental, economic) that enable and constrain business growth
- Understand the influence of terms of access to own business (tariffs, duties, levies, surcharges, taxes, quotas, customs requirements and regulations)
- Identify how to access finance and capital for international growth of business
- Identify how to connect businesses with market opportunities, use support networks, leverage existing business networks, alternative entry strategies and their suitability for business and understand the role ASEAN plays in developing export opportunities
- Identify possible business-to-business opportunities in Australia
- Strengthen the understanding of cross-cultural management and its impact in international business
- Understand how to undertake competitor and product analyses and how to respond to challenges (five forces: existing competitors, suppliers, substitutes, new entrants and buyers)
- Further develop existing business and marketing plans (analyses, strategies, operational plans, monitoring), including enhancing the understanding of stakeholder analysis and communication strategies to develop market opportunities and specifically enhance networks and business contacts
- Further develop and refine a global marketing and branding strategy for the international market and explore tools which can assist in developing better packaging solutions for product export to target markets
- Develop and define planning channels for marketing and product distribution systems to rapidly test potential markets for feasibility and viability
- Strengthening value propositions for promoting local food and drink while enhancing preservation techniques aligned with international quality control standards