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Sedi:

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Cuneo - Torino - Vercelli



CENTRO ESTERO INTERNAZIONALIZZAZIONE
EMONTE Agency for Investments, Export and Tourism
Promoted by Regione Piemonte and Chambers of Commerce

www.centroestero.org/formazione

“L'INGLESE PER LA GESTIONE DEGLI AFFARI ALL'ESTERO”

Modulo I, I e III: International trade terminology – Globalization – Entering new markets

- *Introduzione e orientamento
- *Marketing terminology
- *Offer letters & inquires
- *Orders
- *Follow-ups
- *Letters of credit
- *How to communicate with potential markets
- *How to draw up effective presentation (brochure, flyers, ads)
- *Building contacts
- *Writing a memo with recommendations

- *VERIFICA DI APPRENDIMENTO

Date: 16, 23 e 30 settembre 2009 (14.00 – 18.00)

Modulo IV e V: Presenting professionally

- *Understand the principles of an international business presentation
- *Discover what makes a presentation a success
- *Learn how to organize your international presentation
- *Understand the importance of style
- *Introduce the right kind of language
- *Learn how to handle questions
- *Understand how to manage fear
- *Be able to prepare an "impromptu" speech

- * **VERIFICA DI APPRENDIMENTO IN ITINERE**

Data: 7 e 14 ottobre 2009 (14.00 – 18.00)



Modulo VI e VII: Managing across cultures – International negotiation

- *Managing cultural differences
- *International relations
- *Social responses
- *Understanding cultural diversity in global business
- *International business in individualist and communitarian cultures
- *Problems for the cross-cultural manager
- *Implications for business strategy
- *Public relations in a multicultural environment
- *Discuss different types of negotiations: old and new style negotiation
- *Analyze the human dynamics and cultural differences
- *Use a plan and the right kind of language
- *The client meeting
- *Understand the client needs: effective listening techniques
- *Build trust
- *Walk out with a commitment

Date: 21, 28 ottobre e 4 novembre 2009 (14.00 – 18.00)

Modulo VIII: International meetings

- *How to prepare for a meeting
- *Chairing a meeting
- *Participating in multicultural meetings
- *Using the appropriate language in different kinds of meetings
- *Managing conflictual discussions
- *Conducting a creative brainstorming
- *Asking questions
- *Effective listening

***VERIFICA DI APPRENDIMENTO FINALE**

Date: 11 e 18 novembre 2009 (14.00 – 18.00)

Apprendimento individuale:

in parallelo ai momenti d'aula è prevista un'attività di lavoro individuale sulle materie trattate, che i partecipanti svolgeranno autonomamente per un totale di 20 ore complessive

SEDE DI SVOLGIMENTO:

Confartigianato Formazione
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