

# Do you want to export?



## DATE AND VENUE

### Launceston

Date to be confirmed

Tram Shed Function Centre,  
Inveresk Rail Yards  
LAUNCESTON

### Cost:

Free (including light lunch)

### Registration:

To register, please complete the  
attached registration form.

### Have you:

- ever thought of marketing your product internationally?
- included exporting in your business plan?
- considered achieving business growth as a result of opening new markets overseas?

**The Department Economic Development and Tourism is delivering a free workshop for those interested in knowing more about exporting.**

**This workshop is an introductory session that will explore your company's ability to develop export markets.**

### The session includes:

- why you might consider exporting
- how exporting differs from a domestic sales transaction
- brief assessment of your product or service to determine if it is suitable for international markets
- what expertise and resources are required for exporting
- an overview of possible methods for exporting
- the next steps to become a sustainable exporter.

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## Other workshops

Economic Development and Tourism conducts a number of seminars and workshops in association with industry, to help develop the Tasmanian export sector.

The workshops range in topics from introduction to exporting, risk management, export documentation, banking and international law, insurance and selling, to focusing on exports for a specific industry or country.

They feature a range of presenters including export advisers, trade commissioners, Australian Institute of Export, KPMG and the Australian Maritime College.

Economic Development and Tourism promotes its workshops and seminars in its ExportActive newsletter, so please refer to it for details of future events.

For more exporting information or to arrange access to the ExportActive newsletter, please visit the export and market development pages on Economic Development and Tourism website at:

[www.development.tas.gov.au/  
export/exportactive.html](http://www.development.tas.gov.au/export/exportactive.html)

There is a self assessment form called **“Are you ready to export”** that you are asked to complete prior to attendance.

This is a series of questions to determine your level of export readiness and capability. The answers do not need to be lengthy (some will be a simple yes or no response) and are intended to encourage thought and discussion within your company about exporting.

This self assessment will allow you to familiarise yourself with issues relating to exporting before attending the workshop.

If at the end of the workshop you believe exporting is a desired strategy for the growth of your business, then we can work with you to help you to achieve your business goals.

The workshop is presented by Caleb Wright, Export Adviser with Economic Development and Tourism based in Launceston. Caleb has over 15 years experience in international business, having previously worked as a marketer of higher education institutions overseas. Caleb is available to provide export advice to all businesses across the north of the state from Smithton to St Helens.

If you are interested in knowing more about what is involved in exporting, please contact Caleb Wright on 03 6336 2263 or email [Caleb.Wright@development.tas.gov.au](mailto:Caleb.Wright@development.tas.gov.au)



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## Launceston

### Registration form

Company Name: .....

Address:.....

.....Postcode:.....

Phone:.....Fax:.....

Email:.....

### Attendees

Name 1:..... Position Title:.....

Email:.....

Name 2:.....Position Title:.....

Email:.....

### Details:

When : To be confirmed

Location : Tram Shed Function Centre, Inveresk Rail Yards LAUNCESTON

Time : 9 am – 2 pm

Cost : Free (a light lunch will be served during this workshop)

### Please return this form to:

Shelley Stephens

Economic Development and Tourism

GPO Box 646, Hobart TAS 7001

Phone: 03 6233 5792

Fax: 03 6233 5800

Email: [Shelley.Stephens@development.tas.gov.au](mailto:Shelley.Stephens@development.tas.gov.au)

Web: [www.development.tas.gov.au/export/doyouwanttoexport.html](http://www.development.tas.gov.au/export/doyouwanttoexport.html)