



Martin Bitter, CBI Consultant, Abdul Karim, Managing Director, MIDAS, Dr. Riffat Zaman, Adviser-Economic and Commercial Affairs, Dutch Embassy and Ms. Erika C. Hoffman-Kiess, Deputy Director, JOBS are seen at the opening of the workshop on "Doing Business with The European Union".

Workshop on 'Doing business with the EU'

CBI, a Netherlands based trade-promotion organization, in collaboration with MIDAS and JOBS of Bangladesh, is holding a workshop on "Doing Business with The European Union" in Dhaka from September 5-7, says a Press release.

The course is designed for small and medium-sized companies, interested in exporting their products to Europe. Two European experts, Martin Bitter and Paul Vullings are facilitating the workshop, which is being participated in by 30 professionals. The indicative course contents are: EU Market and Cultural Differences, Barriers to Trade, Market Research, Export Audit, Market Entry Strategies, Trade Partner Issues, Risk Management (payment & delivery terms), Costing & Pricing, Offers & Contracts, Export Marketing Plan, Effective Use of Promotional Tools and Effective Selling/ Negotiation Skills, etc.

The opening session of the workshop was held on September 5 at the Conference Hall, Nitol Center. Martin Bitter, CBI Consultant, Abdul Karim, Managing Director, MIDAS, Dr. Riffat Zaman, Advisor-Economic and Commercial Affairs, Dutch Embassy and Ms. Erika C. Hoffman-Kiess, Deputy Director, JOBS were present and spoke on the occasion.