

INTERNATIONAL MARKETING SEMINAR for Information Technology and BPO Firms

DATE:	Wednesday, March 14, 2007
TIME:	8:00 a.m. – 4:00 p.m.
LOCATION:	Accra, Ghana
VENUE:	The Golden Tulip Hotel Liberation Road
COST:	no charge to registered participants

To register for the event please contact:
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LEARN ABOUT

Business Management
Financial Readiness
Product Development and Packaging
International Marketing
Distribution and Pricing
International Business Intelligence
Culture and Language

OVERVIEW

The Ghana@50 International Marketing Seminar (IMS) will provide Ghanaian companies with practical tools and information needed to prepare them for cross-border expansion and entry to new product markets. The seminar will guide the participants through global opportunities available with practical and competitive business management, financial readiness, product development and packaging, and international business intelligence.

This full day seminar includes personal business coaching from the seminar leader as well as a facilitated workshop session for participants to begin crafting a strategy suited to their company and situation that will direct their actions in areas of effort that might not have been thought of before to be critical for successful international marketing.

The program will also provide global firms such as Microsoft and Cisco with an opportunity to share their experience in international markets and how their presence and growth in Africa will help facilitate the growth of the hi-tech industry in the region.

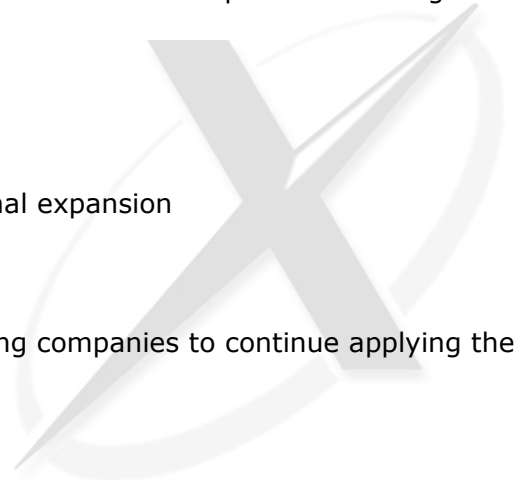
SEMINAR OBJECTIVES

- Identify international opportunities by region
- Discover requirements for international expansion
- Determine your organization's and product's readiness for international expansion
- Begin creating an international marketing strategy

HANDOUTS

Xalles will provide all participants with the following short guides enabling companies to continue applying the techniques and concepts from the seminar in subsequent weeks:

- International Partner Guide
- International Business Plan Preparation Guide
- International Marketing Plan Preparation



PRESENTER

Thomas Nash, Chairman and CEO, Xalles Limited



Mr. Nash is an experienced project director for systems implementation projects, a change leader, business strategist and problem solver. He is also an author, trainer, international public speaker and business advisor. He has run Xalles and its predecessor companies for over 10 years. Mr. Nash is currently on the Board of Directors of 6 companies spanning Asia, North America, and Europe. He is a public speaker on 4 continents, and has provided business advice to more than 200 firms worldwide. Mr. Nash also trains companies using Xalles' proprietary programs including "Successful Systems Implementation", "Problem Solving POWER™" and "International Marketing for IT Firms". His speaking experience spans conferences, associations and special training events, presenting to audiences of up to 800 people. His keynote speeches and multi-media presentations at conferences are generally considered the best in show.

About Xalles Limited

As an innovative, international management consulting firm, Xalles Limited provides business strategy and systems implementation services to firms in the supply chain, financial services and information technology industries around the world. Xalles Limited has offices in the U.S., Canada and Ireland and has a mobile group of personnel in 9 countries across 5 continents. Our personnel communicate in 11 languages and have experience in implementing systems to over 18,000 people. For more information about Xalles Limited, please visit our web site at www.xalles.com.

SEMINAR AGENDA

TIME	TOPIC/ACTIVITY
8:00	Registration and breakfast
9:00	Welcome by Kwasi Adu Gyan
9:15	Agenda Review/Xalles Overview
9:30	International Markets for ICT products and BPO Services
10:00	Factors for International Expansion
10:30	Business Readiness Self-Test
10:45	BREAK
11:30	Presentation by Microsoft Corporation
11:45	Applying the Concepts
12:15	LUNCH
13:15	Creating an International Marketing Strategy
14:00	Marketing Strategy workshop and Individual Coaching
14:45	BREAK
15:00	Presentation by Cisco
15:15	Workshop continued
16:00	Adjourn

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