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COURSE BROCHURE

International Business Policies and Strategies Training Course

25 – 29 January 2027
Vienna

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Registered in the United Kingdom and Saudi Arabia

International Business Policies and Strategies Training Course

Ref: 3209_122066 **Date:** 25 – 29 January 2027 **Location:** Vienna **Fees:** 5900 GBP

International Business Policies and Strategies is a 1-week training course for managers and business developers who must choose foreign markets, set operating policies abroad and build an international expansion policy and strategy brief. Shifting trade rules, currency swings and local competitors now decide whether cross-border growth pays back or drains the parent company. Jupiter Prime Training runs this course.

Why International Business Policies and Strategies Matter Now

Three forces shape decisions abroad today. Supply routes are being redrawn as companies spread sourcing across more locations. Host governments are tightening rules on ownership, data and local hiring. Foreign customers expect adapted products. An organisation that reads these forces well enters the right market at the right pace, with policies that local teams can follow. One that reads them badly commits capital to markets it cannot serve, or imposes rules local partners ignore.

Who Gains Most from International Business Policies and Strategies

- Business development leads who screen and rank candidate countries for entry
- Regional managers who run subsidiaries, branches or distributors outside the home market
- Strategy office staff who prepare expansion cases for the executive committee
- Commercial and pricing managers who adapt offers for foreign buyers
- Operations and supply managers who set sourcing and logistics policy across borders

The greatest gain comes when a regional leadership group attends together, so entry choices are agreed by those who apply them.

International Business Policies and Strategies Capabilities

Participants learn to judge where to go abroad, how to enter and which head office rules should travel.

- Assess candidate countries on demand, cost and stability — the market shortlist
- Weigh exporting, licensing, partnering and owned subsidiaries — the entry mode decision
- Design a country risk register — the risk committee
- Specify which policies stay global and which are adapted locally — subsidiary managers
- Calculate the payback and break-even horizon of an entry option — the finance director
- Communicate an expansion case — the executive sponsor

Key International Business Policies and Strategies Terms

- Entry mode — the legal and commercial form a company uses to serve a foreign market, from exporting to an owned subsidiary.
- Country risk — the chance that political, economic, currency or legal events in a host country reduce the returns of a foreign operation.
- Global integration — the push to run activities the same way everywhere to gain scale, consistency and lower cost.
- Local responsiveness — the push to adapt products, prices and practices to the needs and rules of each host market.
- Psychic distance — the perceived gap in language, culture and business practice between the home market and a target country.
- Transfer pricing policy — the rules a group sets for pricing goods, services and know-how traded between its own companies in different countries.

International Business Policies and Strategies Day by Day

Day 1: Reading the Global Business Environment

- Trade Openness and Investment Climate Indicators — Which Regions Deserve Attention
- Supply Route Shifts and Nearshoring Trends — Sourcing Location Choices
- Host Government Ownership and Local Hiring Rules — Feasible Entry Forms
- Currency and Inflation Exposure Basics — Pricing and Repatriation Plans
- Competitor Moves Abroad Scan — Timing of Market Entry

Day 2: Choosing Markets and Entry Modes

- Country Attractiveness Scoring Grid — Ranking the Market Shortlist
- Psychic Distance and Cultural Fit Check — Sequencing Target Countries
- Exporting, Licensing and Franchising Options — Low Capital Entry Routes
- Joint Venture and Acquisition Options — Control Versus Speed Trade-Offs
- Greenfield Subsidiary Case — Long Horizon Commitment Decisions

Day 3: Setting Global and Local Operating Policies

- Global Integration Versus Local Responsiveness Matrix — Which Functions to Standardise
- Decision Rights Between Head Office and Subsidiaries — Approval Limits Abroad
- Pricing and Product Adaptation Policy — Offers Fit for Each Market
- Transfer Pricing and Intra-Group Trading Rules — Profit Allocation Across Countries
- Local Partner and Distributor Agreements — Performance Terms and Exit Clauses

Day 4: Managing Country Risk and Growth Finance

- Country Risk Register — Political, Legal and Payment Exposure Ratings
- Currency Hedging Choices in Plain Terms — Protecting Foreign Earnings
- Entry Option Payback and Break-Even Horizon — Capital Committee Approval
- Scenario Tests for Market Disruption — Contingency and Withdrawal Triggers
- Reputation and Ethical Conduct Abroad — Supplier and Agent Screening

Day 5: Practising the International Expansion Brief

- Market Shortlist and Entry Mode Recommendation — Applying Day Two Scoring
- Global and Local Policy Split — Applying the Day Three Matrix
- Risk and Payback Summary — Applying Day Four Ratings
- Peer Challenge of Expansion Cases — Testing Assumptions Before Sign-Off
- International Expansion Policy and Strategy Brief — Final Draft for the Executive Committee

Applying International Business Policies and Strategies After the Course

- Score two candidate countries with the attractiveness grid and present the shortlist to the regional leadership group.
- Review one existing subsidiary against the global and local policy matrix and agree which rules to standardise or release.

International Business Policies and Strategies Questions FAQ

What are international business policies and strategies, and why do they matter now?

They are the choices about where to operate abroad, how to enter and which rules apply locally. They matter now because stricter host rules and shifting supply routes make poor entry decisions costly.

Which roles gain most from international business policies and strategies training?

Business development leads, regional managers and strategy office staff gain most, especially when your role involves choosing markets or setting rules for foreign branches and partners.

How does international business policies and strategies training differ from an export management course?

It looks wider than selling abroad. An export course centres on shipping and finding buyers, while this one weighs every entry form, sets head office and subsidiary policies and tests country risk.

What do you bring back from international business policies and strategies training?

You bring back a draft expansion brief on your own case: a ranked market shortlist, an entry mode recommendation, a global and local policy split and a risk and payback summary.

International Business Policies and Strategies: The Way Forward

The international expansion policy and strategy brief first informs which market to enter next and in what form. Executive committees use it to approve capital, and regional managers use its policy split to run local operations. After the first entry, revisit the country risk ratings and the global and local policy balance, since both shift as the foreign business grows.