



# **Export Profits Masterclass: The CBI-Certified Roadmap to \$ Sales**

Unlocking International Growth for Pakistani SMEs

## **14 Essential Modules to Minimize Risk and Maximize Foreign Orders**

Stop losing money to global confusion. This comprehensive program, led by a former CBI-Netherlands Senior Trainer, provides the 14 step-by-step strategies needed to minimize costly compliance errors, secure foreign payments (Lcs), and scale production without over-committing capital. Move beyond local limits – think global, act smart!

**YOUR PARTNER IN TAKING ENGINEERING TALENT TO THE WORLD**



# IMTIAZ RASTGAR

Former CBI Netherlands Senior Trainer and Internationalization Strategist

Imtiaz Rastgar, sharing insights at the National Incubation Center for Aerospace Technologies (NIC), NASTP, demonstrating experience across high-value engineering/manufacturing SMEs

Imtiaz Rastgar helps manufacturing and engineering SMEs expand confidently into international markets. With over a decade of experience as an Engineering Sector Expert, Trainer, and Coach for the Centre for the

Promotion of Imports from Developing Countries (CBI – Netherlands), I have guided numerous companies in developing countries to become export-ready and establish successful business relationships across Europe.

My consulting practice is built on the CBI Export Coaching Methodology – a proven, structured system that evaluates export readiness, builds management capacity, and creates tailored strategies for sustainable international growth.

From export audits and market-entry strategies to partner identification, quality management, and training, I work closely with businesses and institutions to help them build competitiveness and achieve long-term export success.

- Expert in CBI Export Coaching Methodology
- International Business & Strategy Consultant
- Mentor to Successful Global SMEs

## CONNECT WITH IMTIAZ



[www.irastgar.com](http://www.irastgar.com)



[in irastgar/](https://www.linkedin.com/company/irastgar/)



[@iRastgar1](https://www.youtube.com/@iRastgar1)

## WHY THIS PROGRAM?

- **Practical, Actionable Insights:** No theoretical fluff – get tools you can implement immediately.
- **Proven Methodologies:** Benefit from frameworks used by successful global exporters.
- **Flexibility:** Online sessions designed to fit your busy schedule.
- **Expert Guidance:** Learn from real-world scenarios and direct Q&A with Imtiaz Rastgar.

# THE EXPORT MASTERY PROGRAM - 14 TOPICS

Each Online Session: 1.5 - 2 Hours (Interactive & Practical)

## Module I: Strategy & Market Entry (3 Sessions)

Session	Topic	Time (PKT)	Date (2026)
1/14	<b>The Global Blueprint:</b> Developing a Comprehensive Export Strategy and Marketing Plan for SMEs.	15:00	Thursday Jan 01
2/14	<b>Global Product-Market Fit:</b> Identifying High-Potential Products and Target Markets.	15:00	Thursday Jan 08
3/14	<b>Mastering the Export Business Plan:</b> Essential Components and Financial Forecasting.	15:00	Thursday Jan 15

## Module II: Sales, Negotiation & Finance (4 Sessions)

Session	Topic	Time (PKT)	Date (2026)
4/14	<b>Strategic Export Pricing:</b> Costing, Incoterms 2020, and International Pricing Models.	15:00	Thursday Jan 22
5/14	<b>Getting Paid: Mitigating Risk &amp; Securing FX:</b> Mastering Letters of Credit (LCs), documentary collections, and protecting profit margins from PKR volatility.	15:00	Thursday Jan 29
6/14	<b>Mastering International Negotiations:</b> Techniques for cultural negotiations, finalizing price, quantity, and contract terms with global buyers.	15:00	Thursday Feb 05
7/14	<b>The Lead Engine:</b> Building a High-Quality Export Prospect Database.	15:00	Thursday Feb 12

## Module III: Logistics & Operations (4 Sessions)

Session	Topic	Time (PKT)	Date (2026)
8/14	<b>Global Supply Chain Management:</b> Developing a Robust Logistics and Distribution Policy (Partner Selection and Strategy).	15:00	Thursday Feb 19
9/14	<b>Packing, Compliance &amp; Shipping Mastery:</b> Adopting international packaging standards (ISTA), HS Code accuracy, and customs compliance to avoid shipment penalties.	15:00	Thursday Feb 26
10/14	<b>Operational Efficiency:</b> Production and Capacity Planning for Export Orders.	15:00	Thursday Mar 05
11/14	<b>Trade Fair Success:</b> Maximizing ROI from Global Trade Fairs and B2B Events.	15:00	Thursday Mar 12

## Module IV: Marketing, Digital & Branding (3 Sessions)

Session	Topic	Time (PKT)	Date (2026)
12/14	<b>Scaling Sales: Leveraging CRM:</b> Using technology for effective International sales management.	15:00	Thursday Mar 19
13/14	<b>Digital Export Presence:</b> Optimizing Websites and Social Media for Global Reach.	15:00	Thursday Mar 26
14/14	<b>Global Branding Essentials:</b> Developing a Consistent, Export-Ready Brand Identity.	15:00	Thursday Apr 02

# INVEST IN EXPORT SUCCESS

This Course give you a vision of moving beyond Pakistan into the big Global World.

**SINGLE SESSION  
FEE**  
(Per Participant, Per Topic)  
**PKR 9,500/-**

(Less than the cost of one rejected container or major customs penalty.)

Unlock Greater Value With Our  
**DISCOUNTED BUNDLES!**

**Export Essentials Package  
(Any 3 Topics)**

~~PKR 28,500~~ ~ PKR 24,999  
(Save PKR 3,501!)

**Full Export Mastery Program  
(All 14 Topics)**

~~PKR 133,000~~ ~ PKR 104,999  
(Save over PKR 28,000!)

## CORPORATE GROUP RATES (Exclusive for Businesses)

- Enroll your team (up to 5 participants) for a single topic: PKR 50,000
- **For custom corporate training packages, please contact us directly.**

## REGISTER NOW

<https://pmx.com.pk/export-training-programs/>

## FOR PAYMENT

Account Title: POTOHAR PUBLISHING COMPANY  
PRIVATE LIMITED

Account No. 0306 0106225510

IBAN: PK45MEZN0003060106225510

Bank: Meezan Bank Limited

**Proudly Empowering Pakistani SMEs for Global Success.**

## CONTACT US

Phone: +92 334 593 3391 | Email: [info@pmx.com.pk](mailto:info@pmx.com.pk)

Follow us on

