



International Business and Trade Development Programme: Facilitating Seafood Export

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In collaboration with the Indonesian Food Safety Institute – IFSI
as part of the Seafood Trade Corridor programme



Agenda



- **MorGroup**
 - Services, Approach, Competitive Advantages
- **International Business and Trade Development Programme: Facilitating Seafood Export**
 - Team, Goals, Set-up, Organisation, Student Timetable
- **Tailored executive education**
 - International Business Excellence
 - International Trade and Finance



INTERNATIONAL BUSINESS AND MANAGEMENT SERVICE PROVIDER

Consulting | Projects | Training | Recruitment

The Hague, Netherlands

MorGroup.com

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Member of the Indonesian Portuguese
Chamber of Commerce



Member of NABC – Netherlands Africa
business council

MorGroup

- **Consulting Services:**

- International Business and Management services.
- MorGroup's Team combines International Business knowledge, experience, and leading-edge research into practice
- Develop and execute customised strategies and solutions to experience sustainable growth.
- MorGroup's Team able to reach experts and tap state-of-the-art knowledge in International Business across the Globe.
- Projects: Fase (Engineering and construction) International expansion; GRUPODOME (Kitchens); BARCOSOLAR (Electric Solar recreation boat); HORSTRAP (High Fashion) Startup; Sines (Port development)
- Customers in the Netherlands, Portugal, Chile, Ireland, Angola, Brazil and is based The Hague, Netherlands.

- **Mission Statement:**

- Our mission is to put our expertise to work for your organisation, to provide services, to create value, and a high return on your investment.

Services

Consulting



Projects



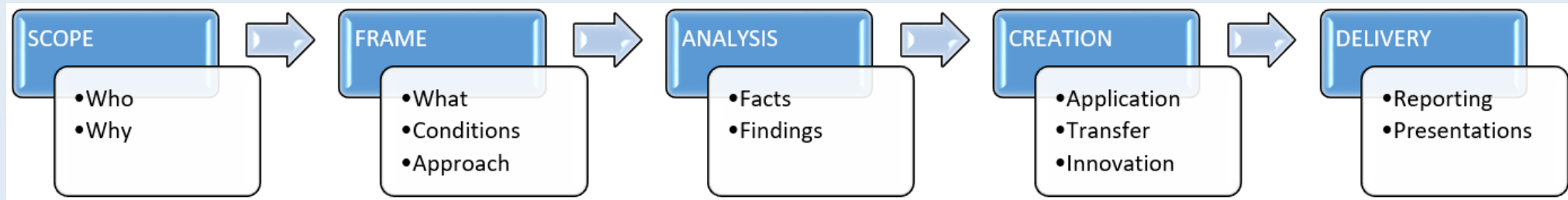
Training



Recruitment

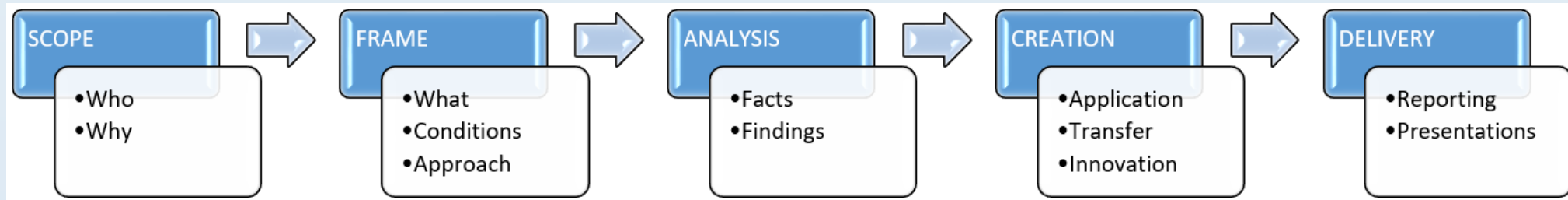


MorGroup's Approach



- We do not offer synthetic services; every engagement is custom-designed to meet the organisation's specific requirements and goals.
- Every organisation is unique, including its needs, capabilities, and objectives.
- The consulting engagement do follow a similar process moving through several phases.
- We follow an approach to address the client's challenges effectively.

MorGroup's Approach



Scope and Frame	Analysis and Creation	Delivery and Closure
<p>Define the scope of the project agreement.</p> <p>In this stage, the problem is framed to define its borders, conditions, and approach.</p> <p>Then, intermediate objectives and the timeline are established.</p>	<p>Activities to reach objectives and goals are defined and carried out.</p> <p>The assignment can involve, but is not limited to:</p> <ul style="list-style-type: none"> • Innovation, Business Models, Strategy • Market Assessments (Distribution) • Marketing (Branding, Path to market) • Advising and overseeing activities to improve effectiveness and efficiency • Present and train industry best practices • Finance Transformation • Design and development services 	<p>The success will be reviewed, and any final sign-off completed.</p> <p>This will include recommendations for future direction for the organisation, business, and improvement opportunities.</p>

MorGroup's Competitive Advantages

- ✓ International Business knowledge, experience and leading-edge research into practice
- ✓ Excel in a simple to the most complex challenges in International Business Strategy and Management.
- ✓ Innovation and Business Continuity expertise
- ✓ Suitable Services for Your Needs
- ✓ Sustained Solutions for today
- ✓ Global Reach
- ✓ Experience in the Value Chain from raw materials through to FMCG
- ✓ Diverse Industry expertise
- ✓ Services leverage research and insights to help design and execute critical programs
- ✓ Base location in the Netherlands and flexible customer interaction.



Expertise & Renew

- ✓ Highly Skilled and knowledgeable workforce:
 - High level of education and training.
 - Participation in the world's leading professional associations in Strategy and Technology.
- ✓ Technological skills: Continuous learning and using new technologies
- ✓ High-level standards: Safety, Corporate Social Responsibility, and Sustainability are part of our core of actions within the MorGroup's Team.
- ✓ We are always open to new learnings

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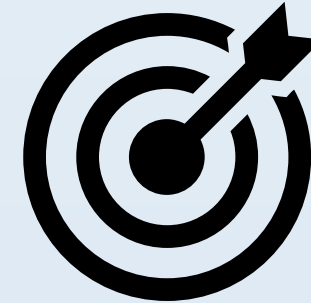
- **Quality** can only be achieved by **attracting local knowledge** to the research.
- Therefore, we set up **Student Projects** in order to combine the **knowledge** of **Indonesia students**, with the knowledge of **European students** about **culture**, **language**, **companies**, and **ways of doing business**.
- In this manner, we hope to create **a high-quality research** with the best incorporation of the European culture.
- Finally, we hope to create a **great group** of Indonesian and European students who will have a **pleasant and educative time together**.



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GOAL:

- The goal is to conduct business research in end markets for Companies/Cooperative (Indonesia Exporters)
- All these researches have different objectives, depending on the Indonesia Exporters' needs.
- **Objectives** could be market research, competitor analysis, distributor analysis, market entry research, Marketing studies, Promotion.
- **Combining** these is also possible, since we offer tailor-made research.



Research Possibilities

- competitor analysis
- consumer research
- distribution analysis
- partner analysis
- sector analysis
- import analysis
- export analysis
- feasibility research

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CONSULTING SET-UP



- Indonesian students will start with the preparation.
- Conduct a literature study and follow courses on how to conduct research, project management and the European culture.



- The students will have more in-depth contact with the companies for which they conduct research
- Each pair will be assigned one research proposal and will perform the preliminary investigation by desk research and field research.



- The students will perform field research in Europe.
- The Indonesian student will meet their two European team members in person. Together they will conduct interviews.

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ORGANISATION OF PROGRAMME:

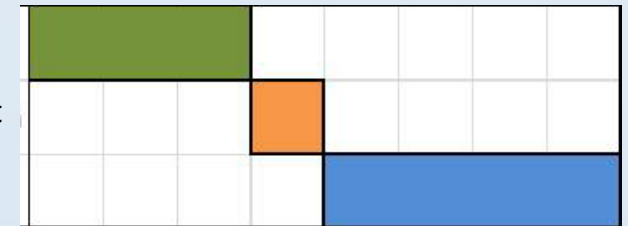
- SUPERVISING PROFESSORS/ SENIOR CONSULTANTS
 - One Consultant and one professor of the Faculty Economics and Business (University of Groningen) supervise the research project from beginning to end.
 - They will help with the research set-up, framework, and give specialisation courses on how to conduct research.
 - Furthermore, they will join the students on their journey to Europe in order to supervise their field research.
- STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS (FEB/UG)
 - Students will be selected one month before the programme starts and they will start with the specialisation courses on doing research.
 - The ages of the participants range from 20-25 and they are at least on their final year of their Bachelors or in their Masters program.
 - The Student Consultant Project enhances the quality of the research project through the cooperation between Indonesian and European students.



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STUDENT TIMETABLE

- **GENERAL PRELIMINARY RESEARCH (80 hours)**
 - Students spend on average ten hours per week on activities related to IBR.
 - Expand their knowledge of Europe,
 - Participate in several trainings on market research and take a specific International Business Research course.
- **SPECIFIC PRELIMINARY RESEARCH (160 hours)**
 - Students spend twenty hours per week on their personal research project.
 - During these weeks the students will develop a better understanding of their assigned company.
 - Future meetings in Europe are being planned with the help of local student consultants from different prestigious local universities.
- **FIELD RESEARCH(200 hours)**
 - Students will leave for their country (/ies) of destination.
 - A five-week field research will be conducted during which they will spend an average of forty hours per week on the research project.
 - All meetings and interviews with companies and institutions will be held during this period.
- **REPORTING PHASE (160 hours)**
 - This is the final phase in which all results and interviews will be documented in a report.
 - The end report will include a clear and well-founded advice.
 - This report is confidential and will be presented to the company.



Tailored executive education

- International Business Excellence
- International Trade and Finance

Tailored executive education

- **International Business Excellence**

- **PROGRAM BENEFITS**

- Deepen insights about International Business.
 - Learn how to structure Innovation and growth challenges.
 - Address key questions to be able to drive business Excellence.
 - Develop action plans around a specific business challenge.



- **International Trade and Finance**

- **PROGRAM BENEFITS**

- Deepen insights about International Trade Finance.
 - Learn how to address trade risk and risk assessment.
 - Learn Methods and terms of payment.
 - Learn trade finance and structured trade finance.





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