



Australia Awards

International Business Readiness in the Fashion and Textiles Sector



★ Jeffrey, Dana Anugrah R,
and Friederich Herman Susilo.
Alumni of International Business Readiness –
A Course for the Fashion and Textiles Sector Batch 2

Get ready to expand your business internationally!

Australia Awards is seeking applications from candidates who work, or own businesses in the fashion and textiles sector and would like to develop their knowledge and skills in international business through attending a two-week short course in Australia in April 2018.

This course aims to encourage, support and advance the involvement of Indonesian business people in international business and connect the business with market opportunities for international expansion.

This course is offered to leading and upcoming leaders in Indonesian Fashion and Textiles Sector. It follows on from successful courses delivered in 2016 and 2017 to 50 designers in the fashion and textiles industry.

Through this two-week program, we would like to take you to explore the international markets and ways to make global expansion possible to your business.

To be selected for this course you must be:

- Owners of fashion or textile business (businesses must have been established for three years or more); or
- Managers of Indonesian fashion or textile companies (companies must have been established for five years or more); or
- Representatives from Creative Economy Agency (BEKRAF)
- Participant selection endorsed by the supervisor (where relevant)
- Commitment to prepare and implement an Award Project (individual development project related to a participant's work) as part of the course
- Commitment to engage actively and foster networks with multiple stakeholders, including in Australia
- Commitment to disseminate learning from the course with colleagues and peers
- Minimum English proficiency level equivalent of IELTS 5 / TOEFL500 or other evidence (no English test required)

This is a fully funded scholarship. All course fees, travel, accommodation and per diems will be provided by Australia Awards.

Women and people with disability are encouraged to apply.

For more information and to apply, please visit our website at

<http://www.australiaawardsindonesia.org/content/134/13/applicant-section?sub=true>

All application MUST be completed before 7 January 2018.



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The capacity building program will be focused on the following learning objectives:

- Understand and analyse the business and trade environment (PESTLE analysis) that enable and limit business growth
- Understand factors influencing access to the Australian markets (tariffs, duties, levies, surcharges, taxes, quotas, customs requirements and regulations)
- Identify how to access finance and capital to grow business
- Identify how to connect your businesses with market opportunities, use support networks, existing business networks, alternative entry strategies and their suitability for your business and understand the role ASEAN plays in developing export opportunities
- Identify possible business to business opportunities in Australia
- Strengthen understanding of cross-cultural management and its impact in international business
- Understand how to undertake competitor and product analyses and how to respond to the challenges (five forces: existing competitors, suppliers, substitutes, new entrants and buyers)
- Further develop your existing business and marketing plans, including enhancing your understanding of stakeholder analysis and communication strategies to develop market opportunities

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