

Export Readiness 2021

Izzi Niaga Sdn Bhd





Who Are We

IZZI NIAGA SDN BHD is a ‘buying house’ also leading management consulting and marketing solution company dedicated to helping entrepreneurs and small businesses go global.

Our mission is so simple : to make going global easy by giving you tools, resources and knowledge you need.

Exporter Guide

Organisation intending to explore the global market need to know the steps, rules and procedures for exporting their products and services.

Steps to become an exporter

- > Identity the Products / services that you want to export.
 - > Do a market research own self or through Market Consultant to identify suitable market to export.
2. Licence / Lab test Approval to export
- > Some products require licence/lab test approval . Further info: www.customs.gov.my/procedure
3. Market and Importer's information
- > MATRADE Business Information Centre (BIC) that provide online Foreign Importers Database.
 - > IZZI NIAGA have team to evaluate ‘genuine buyer’ and can give market analysis accurately.
 - > Participation in domestic and overseas international trade fairs organised by MATRADE or IZZI NIAGA.
4. Export Standards
- > Exporter are required to comply with standards in the country intended to export. Further info : www.jsm.gov.my
 - > Do a market research own self or through Market Consultant to identify suitable market to export.
5. Certificate of Origin (CO) A document to prove the origin status of a particular product and presented together with import documents to the customs of importing country, Certificate of Origin can be broadly classified into two types, namely:

Ready To Export Course 2021

Module 1

Exporting – An Overview

Reason For Exporting

The Inherent Risk Of the Export Business

Intellectual Property (IP) Rights and Protection

Barcode QR Code and HS Code

Branding

Product and Target Market Selection

Market Consultant Service

Module 2

Sales and Marketing Abroad

Market Entry Strategies and Distribution channels

Legal Matters – How To give Competitive Price to Buyer

Secure export Orders and post-Order Transition

Export Documentation

Terms of Payment and Money Matter – LC/Back to Back /TT

Trade Financing and International Project Funding

Module 3

Logistic and Forwarding Agents

Warehouse

Shipment by SEA/Air Cargo

Demand of Product To Export

Health, beauty and cosmetics item is a very demanding product to trade. This high demand almost come from country have higher population in the world such South Asia, Africa, North America also Europe.





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