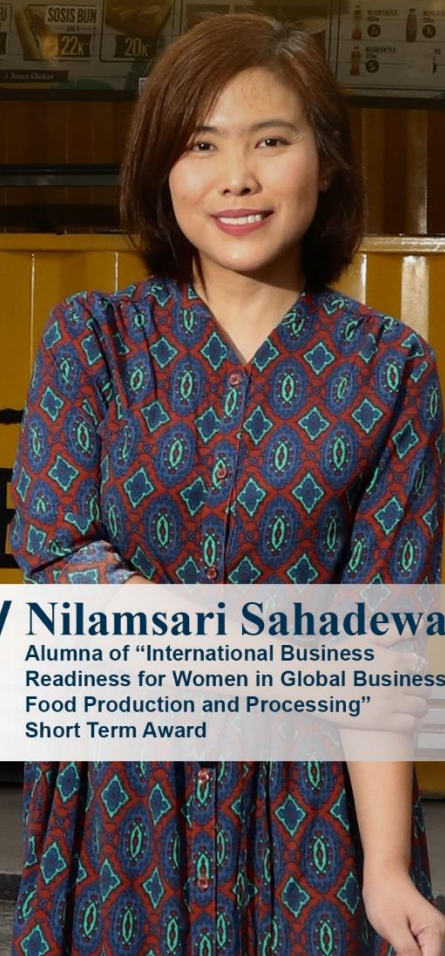




Australia Awards

International Business Readiness a Course for Women-led MSMEs in the Food Sector (IA-CEPA)

Australia Awards in Indonesia – Short Term Award



Nilamsari Sahadewa

Alumna of “International Business
Readiness for Women in Global Business
Food Production and Processing”
Short Term Award



Australia Awards in Indonesia invites representatives from women-led Micro, Small and Medium Enterprises (MSMEs) in the food sector, relevant Indonesian Government agencies and business associations to participate in a two-week short course on International business readiness for women-led MSMEs in the food sector (IA-CEPA).

The course aims to support Indonesian women-led MSMEs in the food sector to expand their international operations, particularly into Australia, and benefit from the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA). With course participants from Indonesian Government agencies, business associations and the private sector, the course will also encourage an exchange of ideas around policies to support women-led businesses to succeed internationally.

To be selected for this course, you must:

- Be a female representative from:
 - Women-led MSMEs in the food sector (companies are expected to have the capacity to internationalise or some existing international operations) holding the role of Owner, Director or Manager; or
 - Relevant Business Associations holding a mid to senior management role; or
 - Relevant Indonesian Government agencies (such as the Ministry of Trade or the Ministry of Cooperatives and SMEs) holding a relevant role as Staff to Echelon II.
- Hold a Bachelor's degree or higher (preferred but not a mandatory requirement);
- Be endorsed by the supervisor or co-Director/ Board;
- Be committed to prepare and implement an Award Project, an individual or small group development project as part of the course;
- Be committed to engage actively and foster networks with multiple stakeholders including in Australia and Indonesia and facilitate the transfer of learning from the course with colleagues and peers;
- Have professional working proficiency in English. The applicants' English language competency is part of the selection process; however, there will be no official language test. The assessment of language competency is based on a phone interview and any additional evidence provided by the applicant (for example: proof of studies or living in an English-speaking country or working in an English-speaking environment; completion of studies in English, language course or language tests; or proof of attendance or certificate of international conference). The course material will be made available in English. Language interpretation or language assistance is **not** provided.

This is a fully funded scholarship. All course fees, travel, accommodation and per diems will be provided by Australia Awards. The course is offered to women only. Women with disabilities are encouraged to apply.

Applications must be submitted before **27 September 2020** via this link:

<https://www.australiaawardsindonesia.org/id/IACEPAApplication>



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An information session will be held virtually by Australia Awards in Indonesia on **21 August 2020 at 10AM WIB**. This session aims to guide applicants on the application procedures, including the online application system, selection scheme and interview process. RSVP before 19 August 2020 at <https://www.australiaawardsindonesia.org/id/IACEPAinfoession>

This course consists of the following inputs:

- Pre-course workshop online over 3 days (TBC)
- Course in Australia or online: the objective is to deliver the 2-week course in Australia in the second half of 2021; however, if travel restrictions remain in place, the course will be delivered online. Dates and delivery method TBC subject to COVID-19 travel and health restrictions
- Post-course online or face-to-face in Indonesia: Dates and delivery method TBC subject to COVID-19 travel and health restrictions

Learning objectives

The course will focus on the following learning objectives:

- Explore the benefits of internationalisation and opportunities created by IA-CEPA, as well as understanding more broadly the role of trade agreements for expanding and developing export opportunities.
- Understand the influence of terms of access to business (tariffs, duties, levies, surcharges, taxes, quotas, customs requirements, standards and regulations), discuss the reasons why these conditions exist and identify what they mean for the participating businesses (such as export documentations and requirements).
- Assessment of the business, its products, competition, customers and target markets, including analysis of the forces that affect international business using the PESTLE framework; company analysis using SWOT; market analysis through five forces (existing competitors, suppliers, substitutes, new entrants and buyers); and discuss business model canvassing and other analytical tools.
- Further develop existing business and marketing plans (see above; strategies: segmentation/targeting/positioning, entry mode; operational plans: the ‘4Ps’ including international pricing, supply chains (including online sales), freight and transport, product adaptation to different markets, USP, adapted marketing communications mix; monitoring, and budgets).
- Develop and/or refine global marketing communications and branding strategies for the international market (including social media) and explore ways to test feasibility, viability and responsiveness of the selected target markets, as part of the business and marketing plans (above).
- Identify how to access finance and capital for international growth.
- Understand the role that cultures and gender norms, including gender inequality, play in international business.
- How to optimise the use of technology including online platforms to foster business linkages; enhance product design and manufacturing; track consumer demand and improve efficiency of supply chains.
- Identify ways to connect with market opportunities in Australia, use support networks, leverage existing networks, and influence policies affecting businesses.

To achieve these outcomes, the proposed short course offers a structured learning process for participants that will utilise a range of learning methodologies, such as classroom sessions; case studies; site visits; workshops, discussions, and planning sessions; simulations and role plays; networking events; and an in-depth individual course project (Award Project). The Award Project model is used across all Short Term Awards. Participants develop an individual or group project, conduct required analyses, present the project at a pre-course workshop, develop it during the in-Australia course and present the implemented project at the post-course workshop.