

## Course Name

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

## Background

The course aims to improve the international business readiness of Indonesian women-led MSMEs in the food sector looking to expand their international operations, particularly with Australia, and benefit from the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA). The IA-CEPA was ratified on 10 February 2020 and entered into force on 5 July 2020. It will provide Australian and Indonesian businesses an opportunity to expand and diversify their economic partnership. The agreement means, among others, duty-free tariffs on two-way trade and an exchange of human resources for skills development.

IA-CEPA creates a framework for Australia and Indonesia as the two largest economies in Southeast Asia to further strengthen their bilateral economic partnership and foster economic cooperation between businesses, communities and individuals. The framework is based on five principles: enhancing economic and development partnership, connecting people through social, arts, and cultural collaboration, maritime cooperation, and contributing to the prosperity and stability of the Indo-Pacific region .

Australia Awards in Indonesia (AAI) delivered a Women in Global Business Food Processing and Production course in 2016, three Standards and regulations familiarisation courses in food, pharmaceutical and herbal wellbeing product industries in 2017 and two International business readiness courses in fashion and jewellery in 2016-2017, as early outcomes of the IA-CEPA. These courses were designed in collaboration with DFAT and the Indonesian Government in line with the recommendations of the Indonesia-Australia Business Partnership Group (IA-BPG) report, which outlined potential avenues of commercial cooperation in several sectors including fashion and design .

This course is an early-harvest economic cooperation activity, to demonstrate Australia's commitment to economic cooperation under IA-CEPA, while the broader IA-CEPA Economic Cooperation program is being established. The purpose of this course is to improve the business readiness of Indonesian women-led MSMEs in the food sector, to expand their operations overseas, particularly to Australia or in partnership with Australian businesses to third markets, through the sharing of best practice in the sector, benchmarking international business operations and corporate management and analysing consumer trends, target markets and entry strategies. The course will also inform the participants about business opportunities under IA-CEPA, the advantages associated with an increased application of technology, including social media and how to make the most of international business linkages.

The course targets women-led businesses with existing international operations, relevant business and export associations and selected Indonesian Government agencies. Associations and exhibitions will be approached to promote the course to their respective contacts and members. Senior representatives of these organisations/events may be asked to contribute to the pre and post-course workshops. Relevant government agencies, peak body associations and training institutions will be invited to apply to participate in the course with the aim of increasing the course multiplier effect and to communicate key messages to wider audiences in Indonesia. Having government representatives, associations and the private sector attend the course encourages an exchange of ideas regarding existing and planned policies to support and develop women-led businesses' internationalisation. The selected 1-3 government and business association representatives will be required to develop material (for example a sector-specific guide) to share with their organisations.

The course consists of a 2-week intensive course in Australia (subject to COVID-19 travel restrictions) and two 3-day workshops in Indonesia. Indonesian government agencies will be invited to deliver sessions at the pre and post-course workshops in Indonesia.

During the course the course participants will connect with leading Australian industry and government representatives, international business experts, Australian associations and business networks to explore export opportunities and develop linkages for exchange of ideas. The course participants will develop and implement personal or small group development projects, called Award Projects, to apply the learnings directly into their businesses and work and disseminate the learnings from the course through their networks.

## 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.

## Dates and location

The course will be delivered over a **2-week period in Australia (subject to COVID-19 travel restrictions)**. A pre-course workshop will be held approximately four weeks prior to the commencement of the course and the post-course workshop will be delivered 3-4 months after the in-Australia course. Workshop locations will be confirmed later, but likely to take place in Jakarta or through an online virtual session. The proposed schedule is:

- 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

## Course participant profile:

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 Ministries/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 examples: 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.

## Steps of Application

Participants will be identified through a competitive process whereby applicants submit their responses to selection criteria (3-4 questions) and their CV outlining their roles and responsibilities in the sector through an online application. The application will be reviewed by Independent Panel Reviewers, Australia Awards and the Australian Embassy to explore motivation and other demonstrated competencies to ensure commitment and interest in the study program.

- All candidates should complete an online application form which explores their motivation, role, experience in the relevance to this course. (Deadline **27 September 2020**)

Online application link:

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

- 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 at <https://www.australiaawardsindonesia.org/id/IACEPAinfosession>
- Shortlisted candidates will be invited for a phone interview in **mid October 2020 (TBC)**. Further instructions and phone interview invitation will be emailed to shortlisted candidates a few days before the interview. If candidates fail to join the phone interview, their applications will not be considered by the selection panel.

The selection panel will convene to select up to 25 participants. The successful participants will be informed of the outcome in **the end of October 2020**.