**Export Bridge Charter**

**www.windeaters.co.nz**

**Market research and development for
South America by students at
Universidad Pontificia Bolivariana, Colombia**

**Project Title**

**Company**

**Project Leader**

Include your name and contact details

**Student Trade Commissioners**

Leave this blank until the university has organised some students. This should include their contact details

**Programme Organisers:**

Deb Gilbertson, Export Bridge Organiser, Te Kaihau Ltd, 117 Stratton St, Normandale, Lower Hutt, New Zealand 5010, deb@windeaters.co.nz, Ph 04 589 5011

Tatiana Vélez Ángel, Professor of International Business, Facultad de Negocios Internacionales, Universidad Pontificia Bolivariana, Medellin, Colombia, tatiana.velez@upb.edu.co Tel:  354 45 72 / 354 45 73 Extn 12164

**Company Background**

There may be sufficient information on your website, or they may need additional information here to understand what the business is about. Please include the website address.

**The Product/Service**

This is referring to the particular product or service that the students are required to undertake some research on. It may also include reference to research work that has already been done.

**Goals of this Project**

What do you hope to achieve if the company is successful in this market development project? Eg a contract with the major distributor for Colombia of xyz; or strategic alliance with abc; or 5% market share in a supermarket chain etc.

**Research and Market Development Requirements**

List here a description of the work that you want the student trade commissioners to do. The students are signing off on agreeing to do this work. The information sheet gives some examples of the kind of work that might be useful to you.

**Milestones and Due Dates**

The students begin class on August 18 and are assigned their New Zealand “clients” and contact them around August 25. The class finishes on November 9. Select some milestones and due dates for the work you want done. For example:

Sign off project scope by September …

XYZ analysis by September…

Meet XYZ client by October …

Strategic recommendations re XYZ by October …

Final report, recommendations and action plan by November 9

**Communication – Frequency and Times**

I suggest you recommend a skype meeting once per week. 7am to 11am New Zealand time correlates with Medellin, Colombia, the previous day:

* 2pm to 6pm for the period to Sept 22
* 1pm to 5pm for the period Sept 23 onwards

The meeting is likely to last for about ten minutes – it is useful for sharing information as well as acting as a deadline for the students to make progress. The time sets an expectation but is flexible if other events arise.

**Confidentiality**

A standard confidentiality agreement is available for your use with the students. Please do not fill it in now – if you wish to use a confidentiality agreement then fill it in and email to Prof Tatiana Velez once your application has been approved.

**Budget**

Up to US$600 has been prior approved to spend on this project by the student trade commissioners to reimburse their expenses incurred in this project. Anything over US$100 (such as airfares) needs to be prior approved by you. Receipts are to be given to the course coordinator. No money is paid for student time.

**Authorisation** (No need to sign until there is an agreement with the students)

***Company Project Leader***

Name:

Signature:

Date:

***Student Trade Commissioners****:*

Name:

Signature:

Name:

Signature:

Name:

Signature:

Name:

Signature:

Date: