



# Export Foundations 2026

delivered by **Palaudin**  
CONSULTING



# About the program

## A 12-module capability program over 16 weeks

### What you learn

Queensland businesses gain the skills, knowledge and confidence to take their products and services to the world.

Every module is built around real export capability – not theory – and is designed to be applied directly to your business.

Export Foundations meets you where you are. By the end of the program, every participant leaves with a completed export plan, measurable capability uplift and the confidence to pursue international growth on their own terms.

### How it's delivered

In partnership with Cahoot Learning, you have 24/7 access to a learning platform, learning collaboratively with other Queensland businesses. The program is delivered in a hybrid model in locations across Brisbane, Townsville, Gold Coast and Online.



# Who is this program for?

## Built for Queensland businesses at any stage of export readiness.

Export Foundations is built for Queensland businesses of all sizes and industries. Each module is intentionally designed so businesses of any industry, size and experience can apply the content to their own context— every business moves through the program through the lens of its own corporate objectives and export goals.

### Start-ups and first-time exporters

If you're exploring international markets for the first time, Export Foundations builds foundational knowledge of what to expect as an exporter.

The program demystifies key processes, builds confidence module by module in topics from finance to logistics, and gives participants a clear strategic plan for entering their first international market – with insights that translate directly into action.

### Exporting businesses

If you've exported before, and haven't found a consistent approach that brings scale and growth, the program brings a new lens of reflection on your capability and capacity. This program sharpens strategy, market research, risk management and pricing. Each module is applied directly to your business – supporting your decisions in how you go to market, review markets and protect your business's growth.



# How you learn

## Four capability building channels working together

Export Foundations is delivered through four integrated learning channels – an online learning platform, in-person seminars across Queensland, 1:1 mentoring and an export plan. Together they convert knowledge into applied capability, with peer connection built into every cohort.



Cahoot platform



1:1 Mentoring



Seminar networking



Export plan

# The 12 modules

## 1 Foundations of exporting:

Introduces the framework for capability building, grounded in each business's corporate objectives and export goals. This module reviews which capabilities and capacities must grow.

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## 2 Cultivating an exporter mindset and developing relationships:

Explores how exporting demands a different way of thinking than building a domestic business, and how cultural competency shapes the way relationships are built across international markets.

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## 3 Risk:

Examines the real risks of exporting – both to the domestic business and from the unpredictability of new markets – and helps each business define its own risk appetite and build a tailored risk matrix.

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## 4 Finance and pricing:

Covers how to finance an export strategy across self-funding, grants, debt, equity and investment, and demystifies pricing for international markets including incoterms, hidden costs and pricing for scale.

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## 5 Logistics and a physical path to market:

Introduces the commercial methods, freight forwarders and compliance paperwork that move physical goods into a market – plus the parallel process for services businesses exporting services rather than product.

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## 6 Export marketing, market research and market selection:

Builds the capability to research, select and commercially justify an export market.

# The 12 Modules

## 7 Pitch training:

Translates cultural competency into how businesses pitch themselves in trade shows, boardrooms, distributor offices and networking settings around the world.

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## 8 Digitalisation, ecommerce and emerging technologies:

Shows how digitalisation builds credibility and trust in new markets, covering ecommerce alongside how digital tools strengthen sales, operations, marketing and HR for exporters.

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## 9 Legal and IP:

Covers the responsibilities of doing business beyond Australia's legal jurisdiction and how to protect your business, your team and your business identity in export markets.

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## 10 Geopolitical relationships, FTAs and TIQ Support in market:

Shows businesses how to incorporate geopolitical movement, free trade agreements and market diversification into export decision-making, so they're not vulnerable to single-market shocks.

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## 11 Deep dive of an exporter's journey:

An interview-led case study, tracing a real journey from new exporter in the TIQ program to a successful, diversified exporter.

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## 12 Export strategy building:

Brings every capability built across the program together into how to develop a written export strategy to guide strategy going forward.

# Your facilitators

## Practical, in-market experience guiding your export journey

Palaudin Consulting is an export consulting firm specialising in capability building and export strategy development for businesses entering international markets. With commercial experience across more than 50 countries and a client base spanning manufacturing, agribusiness, services, technology and beyond, Palaudin brings practical, in-market expertise to every engagement. Its approach is hands-on and results-focused – building the skills, confidence and commercial clarity Queensland businesses need to export successfully.

### Shane Styles Founder, Palaudin Consulting

A trade and export specialist with a career built across food and agribusiness, tourism and construction. With commercial experience spanning more than 50 countries, Shane brings a rare combination of lived export experience and deep expertise in market development, export strategy and business mentoring. His background in change management means he knows how to help businesses navigate complexity – and come out the other side with clarity and direction.

### Alexandria Everett Director, Palaudin Consulting

A trade and export consultant specialising in export capability development and strategy. With experience across more than 15 international markets, Alexandria works with businesses to clarify who they are, what they offer, and how to take that confidently into international markets. She is known for translating complex export concepts into practical steps businesses can apply – and for the quality of commercial outcomes her clients achieve.





**TIQ** TRADE +  
INVESTMENT  
QUEENSLAND

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