



## Road to Export - Free Online Training

**Swedish-Macedonian Chamber of Commerce (SMCC), Strategers and the Economic Chamber of North Macedonia**, in cooperation with Open Trade Gate Sweden (OTGS) are bringing the **Road to Export training program** to companies in North Macedonia. Developed and delivered by OTGS, the free online training program helps companies prepare to export goods or services to Sweden and other EU markets and strengthen their practical export capabilities.

This edition is tailored for employees and managers responsible for exports, international sales, business development or entering new markets. Participants will learn how to assess export readiness, select suitable products, research target markets, use trade statistics, understand EU market access requirements and develop a practical export plan. The program also covers promotion and preparation for engaging with Swedish buyers.

The program combines self-paced online modules with interactive online sessions. It takes approximately **15 hours** to complete over **five to six weeks**, allowing participants to progress through the content at their own pace. The training will be delivered **fully in English**.

Places are limited. If applications exceed the available capacity, priority will be given to companies that submit their application forms first.

**The introductory online session will take place on 2 November 2026 - more information will be shared to register participants regarding the upcoming dates.**

Interested companies should apply by **30 October 2026** using the online application form: [esMaker Form](#).