

1. CERTIFICATE TITLE**Yrkeshögskoleexamen****Exportsäljare****2. TRANSLATION OF CERTIFICATE TITLE****Higher Vocational Education Diploma****Export Sales Representative**

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE**The holder of this document has**

- Knowledge of exports and the regulations that apply within the EU.
- Knowledge of business law within the export field.
- Knowledge of business economics and profitability costing.
- Knowledge of business intelligence and business development from an international perspective.
- Knowledge of market planning and business development.
- Knowledge of business communications in Swedish and English.
- Skills in planning, implementing and following up extensive sales projects.
- Skills in analysing customer groups and market demands.
- Skills in implementing export sales strategies.
- Skills in developing strategies for export sales.
- Competence to develop a business using export strategies.
- Competence to build trust in relationships with the export customers of the company.
- Competence to optimise profitability, focusing on both the customer and the business.
- Competence to work as an export sales representative in a business.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Export Sales Representative

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks
Further information		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se		

(*) Explanatory notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

© European Communities, 2002