

Going Global Workshops

Knowledge you need to do international business

Going Global workshops, developed by the Forum for International Trade Training (FITT) in partnership with the Government of Canada, are available individually or as a series of six 3-hour workshops. They can also be taken independently online.

MOVE BEYOND THE DOMESTIC MARKET

Going Global workshops will introduce you to the basic knowledge you need to do business abroad. If you are already exporting, providing services to exporters, or are contemplating a move into the global arena, you'll benefit from the practical information offered in this series of workshops.

LEARN TO TRADE GLOBALLY

You'll learn to identify market opportunities, leverage your resources to secure financing and insurance services, and negotiate partnerships with foreign shippers and distributors.

TARGET AUDIENCE

- Companies interested in learning critical international trade strategies.
- Individuals interested in pursuing a career in international trade.
- Export service providers interested in enhancing their services.



ACHIEVE RESULTS

- Increase awareness of export opportunities.
- Avoid the most common pitfalls in the exporting business.
- Develop international trade skills before entering into foreign markets.
- Explore opportunities for networking, partnering and mentoring.
- Attain a higher rate of success in foreign markets.

For more details on Going Global workshops visit www.goingglobal.ca

For information on advanced international trade training, membership, and certification, call **1-800-561-3488** or visit www.fitt.ca

Going Global

Workshop Outlines

AN INTRODUCTION TO INTERNATIONAL TRADE

- 1 → The Global Economy
 - Why Go Global?
 - Making the Decision to Trade
 - Preparation
 - International Market Research
 - International Marketing
 - The International Business Plan
 - International Trade Finance
 - International Logistics and Distribution
 - Legal Aspects of International Trade

AN INTRODUCTION TO INTERNATIONAL MARKET RESEARCH

- 2 → What is International Market Research?
 - The Role of Research in International Marketing
 - The Research Planning Process
 - Evaluating Export Opportunities
 - Collecting and Analyzing Market Research Data
 - Market Information Sources
 - Using the Internet in Market Research
 - Applying Market Research

AN INTRODUCTION TO INTERNATIONAL MARKETING

- 3 → The Principles of Marketing
 - Going Abroad: The Characteristics of International Marketing
 - The International Marketing Plan
 - The Market Entry Strategy
 - Cultural Differences and International Marketing
 - Political, Legal and Regulatory Considerations
 - Marketing the Right Product or Service
 - Personal Selling in International Marketing
 - Pricing and International Marketing
 - International Marketing of Services

AN INTRODUCTION TO INTERNATIONAL TRADE FINANCE

- 4 → The Importance of Financing in International Trade
 - Dealing with Risks
 - Export Costing and Transaction Viability
 - Payment Methods and Short-Term Financing
 - EDC Accounts Receivable Insurance
 - Cash Flow Planning and Management
 - The Financing Proposal and Its Presentation

AN INTRODUCTION TO INTERNATIONAL TRADE LOGISTICS AND DISTRIBUTION

- 5 → The Role of Logistics Management
 - Preparing a Logistics Plan
 - Managing the Supply Chain
 - Incoterms
 - Transportation Management and Analysis
 - Inventory and Warehousing
 - Export Procedures and Order Processing
 - Trade Documentation

AN INTRODUCTION TO THE CULTURAL ASPECTS OF INTERNATIONAL TRADE

- 6 → The Importance of Cultural Differences in International Business
 - Common Cultural Issues and Pitfalls
 - Business Communications
 - Cultural Differences and International Marketing
 - The Art of Negotiation Across Cultures
 - Relationship Building in an International Business Context
 - Key Characteristics of Intercultural Effectiveness