



## Concept Note

### Trade Promotion Program (TRAD2P)

#### Virtual Training Workshop on “Making the Presential- Virtual International Trade Fair Profitable”



January 31, 2022

#### context

The Islamic Centre for Development of Trade (ICDT) has made trade promotion one of its keystones to succeed in its mission of developing trade and investment between OIC countries. In this regard, the Centre has implemented a new strategy as part of its Trade Facilitation and Investment Promotion program (2022-2025). This program provides for actions aimed at the development of trade and investments among the OIC Member States. The objective is to contribute to achieving the 25% share of intra-OIC trade in global trade by 2025, as specified in the OIC Ten Year Plan of Action 2016/2025.

In this context, ICDT has developed training modules to build capacity in the field of trade promotion (TRAD2P) of OIC Member States. Trade promotion is composed of several components: organization of fairs and exhibitions, buyer-seller meetings (B2B), trade missions, specific market studies, training workshops for Trade Promotion Organs (TPOs), and their support in commercial intelligence:

Preparing to attend a trade fair is important for exhibitors or visitors, whether physical or virtual or in relation to the international environment impacted by the Covid-19 pandemic: increase sales, leave a good impression on potential customers, and make their participation profitable. Many economic operators make, without

	<p>knowing it, mistakes that reduce their chances of success. Whether it is before, during, or even after the event, a simple mistake can harm the reputation and destroy all promotional efforts undertaken to position and access foreign markets.</p> <p>This training module on participation in trade fairs and exhibitions is organized for the benefit of TPOs (Associations, Federation of Chambers of Commerce, Chambers of Commerce, etc.) and economic operators of OIC Member States.</p>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>– help TPOs and MSMEs to better prepare to participate in fairs and exhibitions before, during, and after through tools to be developed during the workshop.</li> <li>– make profitable the presence of participants during an international fair with many good advice and strategies.</li> </ul>
<b>Participants</b>	The workshop is open to all executives from TPOs and companies, especially heads of export and marketing departments.
<b>Expected results</b>	<ul style="list-style-type: none"> <li>– Knowledge acquired on participation in fairs and exhibitions.</li> <li>– Use of acquired online marketing tools.</li> </ul>
<b>Organizer(s)</b>	<b>ICDT</b>
<b>Languages</b>	<b>French and English</b>
<b>Trainer(s)</b>	<b>Mr. Karl Miville de Chene</b>
<b>Venue and date</b>	<b>Virtual, January 31, 2022</b>
<b>Format</b>	<p><b>Virtual: link: zoom</b></p> <p><a href="https://us02web.zoom.us/webinar/register/WN_ahT6eVFZS0unp90LK_I4vQ">https://us02web.zoom.us/webinar/register/WN_ahT6eVFZS0unp90LK_I4vQ</a></p>



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### Program (GMT)

January 31, 2022	
11:00-11.20 a.m.	Welcoming speech of the Director-General of ICDT Presentation of the trainer and the Program
11:20-12:30 p.m.	<b>Session I</b>
	<ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Basics on missions and international trade fairs</li> <li>○ Structure its mission and choose an international trade fair</li> <li>○ Planning for participation in a traditional and online international mission and trade fair</li> <li>○ Questions &amp; answers</li> </ul>
12:30-12:45 p.m.	<b>Coffee break</b>
12:45-14:00	<b>Session II</b>
	<ul style="list-style-type: none"> <li>○ Winning strategies for missions and trade fairs</li> <li>○ The use of valuable tools such as Customer Relationship Management (CRM) software</li> <li>○ Activities after the mission</li> <li>○ Questions &amp; answers</li> <li>○ Closing remarks of ICDT</li> </ul>
14:00	<b>End of training</b>