



Program	
MONDAY DECEMBER 18th, 2023	QUALITY AND PRODUCT DEVELOPMENT
9:00 am – 9:30 am	Registration – tea break
9:30 am – 9:45 am	Opening Ceremony: <ul style="list-style-type: none"> • ICDT, Ministry of Trade, Industry, Regional Integration and Employment of The Gambia • Presentation of the training by TFO Canada • Family photo
9:45 am – 12:00 pm	Module: Managing Global Value chains <ul style="list-style-type: none"> • Understand what a value chain is. • Understand what influence value chains have over the enterprise. • Learn how to minimize the impact of value chains on the enterprise and turn the enterprise's participation in a value chain to its advantage. Module: Building Product Capabilities <ul style="list-style-type: none"> • Know what "production capability" means and what specific factors your organization must consider when producing for an international market. • Understand the importance of knowing each of your markets thoroughly and how to adapt production to suit their specific needs. • Learn how to modify your company's operations, production processes, and facilities in order to handle the increased demand for your product. • Discover methods in which your organization can become more cost competitive.
12:00 pm – 1:00 pm	Lunch break
1:00 pm – 1:30 pm	Networking and picture-taken session
1:30 pm – 4:30 pm	Setting up Distribution Channels <ul style="list-style-type: none"> • Understand the various stages in the distribution chain. • Learn about the various types of market representations and the functions, roles, and responsibilities of each type. • Consider the benefits of taking advantage of fair trade opportunities. Costing and Pricing <ul style="list-style-type: none"> • Understand the importance of proper pricing in your company's export markets. • Understand the main methods used to make pricing decisions and how your company can use them. • Have a better understanding of the different determinants of export price.



	<p>Prompting Customers</p> <ul style="list-style-type: none"> • Be able to make an informed decision on whether or not a trade fair would be advantageous to your organization, and how to select the best type of fair. • Understand the importance of selecting an appropriate promotion strategy for your organization and the different methods used. • Understand the necessity of creating an advertising plan that incorporates brochures and other media requirements. <p>Exporting Your Services</p> <ul style="list-style-type: none"> • Learn the specific ways that services are exported and apply them to your business. • Discover some marketing techniques that are especially important to the marketing of business and professional services. • Start making a list of the specific things you need to do to get your business ready for exporting its services. <p>Packaging and Labelling</p> <ul style="list-style-type: none"> • Understand the differences between protective packaging and point-of-sale packaging and their importance in successfully exporting goods. • Be aware of the major factors to consider when deciding on appropriate packaging and labeling and apply this knowledge to your products. • Know the various packaging options available and be able to determine the most appropriate options for your products. • Know how to design effective labels for your international market. • Be aware of the international rules that govern labeling.
<p>TUESDAY DECEMBER 19th, 2023</p>	<p>Excellence in export management & marketing</p>
<p>9:00 am – 9:30 am</p>	<p>Registration -Tea Break</p>
<p>9:30 am – 12:00 pm</p>	<p>International Trade Environment</p> <ul style="list-style-type: none"> • Understand how the world is changing through globalization and the impact that this can have on your company. • Learn about the benefits, risks and challenges of international trade and the questions that you should ask when considering exporting. • Be more aware of the rules, regulations and international trade agreements governing global markets and how they can affect your export activities. • Know what sources of information to consult in order to stay informed about the current domestic and international trade environment.



	<p>Is Exporting Right for You?</p> <ul style="list-style-type: none"> • Have a better understanding of what is required for your company to be "export ready". • Understand the practical aspects of exporting. • Discover some steps which are especially important to the export success of your business. • Start making a list of the specific things you need to do to get your business ready for export. <p>Strategy for Exports</p> <ul style="list-style-type: none"> • Understand the notion of competitiveness and be able to relate it to your export strategy. • Link management and the resources needed with the components of your business. • Learn how to design an export business strategy. • Know what to do before you go and get export orders.
12:00 pm – 1:00 pm	<p>Lunch and Networking</p>
1:00 pm – 4:30 pm	<p>Building an Export Plan</p> <ul style="list-style-type: none"> • Have a better understanding of what an Export Plan comprises of. • Be able to draw up an Export Plan which meets your needs. • Understand the importance of export planning. • Know what commitment is required for the implementation of an Export Plan. <p>Market Research</p> <ul style="list-style-type: none"> • Understand the differences between local and international market research and their various applications. • Learn how conducting proper export market research can save your company time and money. • Have a better understanding of the trade research process and how your company can successfully manage it. • Know what kind of information you will need for your company's export market research, where to find it, and how to use it. • Know what to keep in mind when trying to identify new markets for export. <p>Information and Communication Technology</p> <ul style="list-style-type: none"> • Have a better idea of the role that Information Technology plays in today's world. • Understand how various types of software can be used to increase your productivity. • Have explored the benefits of using the Internet.



	<ul style="list-style-type: none"> • Gain a better understanding of the important elements in establishing a web presence. • Have gained new insights as to how to apply IT to your organization. <p>Communication Skills</p> <ul style="list-style-type: none"> • Understand how culture affects communication and how it can affect your international trade activities. • Have a better idea of what to keep in mind when dealing with foreign markets and what specific cross-cultural issues are of particular importance. • Develop skills on how to develop a healthy business relationship with those in your foreign market. • Know where to find relevant information on current and future foreign markets in order to understand their culture better.
<p>WEDNESDAY DECEMBER 20th, 2023</p>	<p>Legal & procedural requirements of international trade</p>
<p>9:00 am- 9:30 am</p>	<p>Registration – tea break</p>
<p>9:30 am – 12:00 pm</p>	<p>incoterms</p> <ul style="list-style-type: none"> • Understand the role that Incoterms play in international trade transactions. • Learn the specific obligations for the buyer and the seller in an international transaction. • Have a better understanding of the cost and risks involved in the physical movement of cargo from an exporter to an importer and apply it to your company. • Discover how Incoterms affect your export pricing structures and which ones best suit your export needs <p>Responding to Enquiries</p> <ul style="list-style-type: none"> • Understand the importance of developing an effective sales proposal and how it can affect your company's activities. • Learn what elements should be considered when designing a sales letter and how to target your specific markets. • Know how to write a proficient sales letter that can increase your sales. • Have a better comprehension of how to prepare and present an internationally accepted quotation and how to apply it to your company. <p>Negotiations</p> <ul style="list-style-type: none"> • Gain awareness of the differences between international and domestic negotiations. • Appreciate how culture can affect negotiations.



	<ul style="list-style-type: none"> • Understand the importance of creating a lasting and trusting relationship and how to do this with different cultures. • Know how to make a good first impression and how to apply this to your international negotiations. • Know how to assess bargaining power and understand various elements of making concessions. • Be able to maximize your chances of creating a win/win agreement. <p>Contracting and Legal Aspects</p> <ul style="list-style-type: none"> • Learn about the various types of contracts governing the sale of goods to foreign markets. • Learn about the importance of clarity and thoroughness in the preparation of documentation. • Consider the various legal aspects of international trade and to how best protect your organization. <p>Export Financing and Payment</p> <ul style="list-style-type: none"> • Understand the importance of proper export financing. • Know what different types of export financing exist and the factors that will influence your company's choice. • Know what sources to contact in order to obtain export finance. • Gain a better understanding of the main methods of payment and when each method should be considered.
12:00 pm – 1:00 pm	<p>Lunch and Networking</p>
1:00 pm – 3:00 pm	<p>Cash Flow Management</p> <ul style="list-style-type: none"> • Understand the importance of managing your company's cash flow. • Discover ways to improve your company's cash flow. • Become familiar with the different elements to consider when developing a cash forecast. • Learn how to prepare a cash flow statement for your company. <p>Export Documentation</p> <ul style="list-style-type: none"> • Have a better understanding of the export documentation process, including specific roles or the exporter and importer. • Know which documents are used in international trade and what specific information must be included to complete the documents correctly. • Be able to complete the international documents required for logistics, payments and information transfer purposes. <p>Transportation</p> <ul style="list-style-type: none"> • Learn about the different modes of transportation available to exporters.



	<ul style="list-style-type: none"> • Understand how to choose the appropriate method of transporting your company's goods. • Have the ability to calculate freight costs. • Have a better understanding of the role of the freight forwarder and how they can help your organization. <p>Gender Equality & Social Inclusion Objective of the module</p> <ul style="list-style-type: none"> • Differentiate between "gender" and "sex" and recognize the effects of social construction • Explain the underlying causes of gender inequality in business. • Formulate arguments regarding why gender equality is important and beneficial in education and entrepreneurship • Explain why, in an unequal world, equity is a path to equality
3:00 pm – 3:45 pm	<p>How to register and use the Online trade information services available on TFO Canada website:</p> <ul style="list-style-type: none"> • Step by step how to register the company and export offer • Online trade information services available for registered exporters <p>Connecting with buyers: Our matchmaking online services</p>
3:45 pm – 4:00 pm	<p>Closing Ceremony:</p> <ul style="list-style-type: none"> • Wrap up on the 3-day training by TFO Canada • Distribution of Certificates to participants • Closing speech by ICDT, Ministry of Trade, Industry, Regional Integration and Employment of The Gambia
4:00 – 6:00 pm	<p>Visits to local women owned enterprises and cooperatives</p>