

## Building a Trade Information Service



### SUMMARY

"Building a Trade Information Service" is a 2-week long introductory course. It showcases the principles and best practices for trade information services planning and management. It also conceptualises enterprise-focused information services to enable better-informed decision making by the business community.

### TARGET AUDIENCE AND OBJECTIVES

This course is primarily aimed at staff members and managers working in Trade and Investment Support Institutions.

**AT THE END OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:**

- Understand the criteria needed for selecting and using reliable trade information resources; and
- Design a trade information service portfolio.

### CERTIFICATION



Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. The certificate is verifiable through the SME Trade Academy.

### COURSE STRUCTURE

- Lecture 1: Building a Trade Information Service
- Lecture 2: Sources of Trade Information
- Lecture 3: Trade Information Service Planning
- Case study Exercise: Creating Pro- Wacameya's Trade Information Service

### REGISTRATION



Interested participants can register to this course by going to the SME Trade Academy website at:

[learning.intracen.org](http://learning.intracen.org)

Once on the website, simply create a new account, input your information, and sign up to the course.

#### Sample course slide

