

Understanding the Role of Trade Support Institutions



SUMMARY

This course introduces the role of Trade Support Institution and details the ways in which a portfolio of services is developed according to the needs of stakeholders, with a particular focus on exporters. This involves segmenting exporters and designing services to serve different exporter types.

TARGET AUDIENCE AND OBJECTIVES

The course is aimed at TSIs & FTR members, as well as managers and staff members working in SMEs around the world.

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

- Analyse the client needs assessments performed by TSIs; and
- Match a TSI service portfolio with enterprise needs

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: Introduction to Trade Support Institutions
- Lecture 2: Client's needs assessment
- Lecture 3: Service portfolio development
- Case Study Exercise 1: Analysing a client needs assessment
- Case Study Exercise 2: Matching SME Needs with the TSI Portfolio of Services

REGISTRATION



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

learning.intracen.org

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

Sample course slide

Categories of TSIs

According to their mandate and their target clientele, TSIs can be broadly categorised under the following scopes of action:

General:	Sector-specific:	Function-specific:
<ul style="list-style-type: none">• Institutions covering any aspect of cross-cutting issues related to trade and export development	<ul style="list-style-type: none">• Institutions specialising in a given sector and targeting enterprises active in that sector	<ul style="list-style-type: none">• Institutions addressing functional aspects of trade such as quality control, packaging, legal issues, etc.
<ul style="list-style-type: none">• ITCs - Trade Promotion Organizations / TPOs - Trade and Investment Promotion Organizations• Ministries (with an interest in export development)• Chambers of commerce and industry• Economic development agencies (export focused)• Regional economic groupings (export focused)	<ul style="list-style-type: none">• Exporters associations• Trade associations• Sector based (industry and services) bodies	<ul style="list-style-type: none">• Export Credit and Financing bodies• Standard and Quality Agencies• Export Packaging Institutes• Training institutions• Trade law and arbitration bodies

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