

## Working with Foreign Trade Representatives



### SUMMARY

The “Working with Foreign Trade Representatives” course is focused on the relationship between TSIs and Foreign Trade Representatives. This 2-week long course gives to TSIs a better understanding of the use they can make of the international network that they create.

### TARGET AUDIENCE AND OBJECTIVES

The course is aimed at TSIs members who want to have a better understanding of the services that FTRs can offer.

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

- Understand how the services of a Foreign Trade Representative relate to meeting the needs of exporting enterprises; and
- Make decisions with regards to the planning process for trade promotion events abroad.

### COURSE STRUCTURE

- Lecture 1: Introduction to the Functions of a Foreign Trade Representative
- Lecture 2: The Foreign Trade Representative Service Portfolio
- Case Study 1: Choosing services that Enterprises would require based on its specific needs
- Lecture 3: Planning and Coordinating a Trade Promotion Event
- Case Study 2: Preparing Women Business Enterprises (WBEs) for Foreign Trade Markets

### 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.

### 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.

### Sample course slide

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What do TSIs need from FTRs?	What do FTRs need from TSIs?
<ul style="list-style-type: none"><li>• Accurate inputs on market attractiveness for different products and services.</li><li>• Information regarding trade relations, import barriers, restrictions, and changes.</li><li>• Good relations with the rest of the embassy, with foreign allies, and with other government departments.</li><li>• Good governance and management of finances, staff and resources.</li><li>• Reports submitted on time.</li></ul>	<ul style="list-style-type: none"><li>• A clear statements of purpose: priorities and key performance indicators, as well as the list of services that will and will not be provided to exporters.</li><li>• Clear reporting lines to avoid confusion.</li><li>• Organisational support in their home country for all inwards and outward missions, displays, or any other events, in addition to promotions of the target markets to carefully selected, qualified exporters.</li><li>• Training programmes for the FTR and its staff.</li><li>• Budget support to achieve key goals.</li></ul>

For a more extensive list please refer to the following link:  
[Mutual needs \(PDF, 1MB\)](#)

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