



*The Professional Path  
to Global Markets*

# **Going Global Workshops: An Overview**

*Knowledge you need to do international business!*

## ***What are participants saying about the Going Global Workshops?***

- 92% found the workshops to be relevant, or provide excellent relevance in terms of their needs and interests
- 94% indicated that the ideas, concepts, methods and knowledge were highly applicable
- 95% noted that the workshop content significantly met their expectations
- 71% would recommend the workshops to other colleagues

*Survey Results March 2006*

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## INTRODUCTION

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This document has been prepared for organizations interested in delivering the introductory international trade workshops—*Going Global*—to individuals who are exploring their global business opportunities.

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## FITT

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FITT equips individuals and businesses with the practical skills they need to succeed in today's competitive global marketplace. An international trade training and professional certification body—and the leading membership-based organization of its kind in the world—FITT sets the standards and designs the training programs for the professional designation, CITP—acknowledged as the highest mark of professionalism in international trade.

Centered on international trade best practices and delivered by a broad network of educational partners, FITT's quality training programs impart knowledge and practical skills that trade practitioners can apply immediately—providing competitive advantage and elevating their position in world markets.

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## GOING GLOBAL WORKSHOPS

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**Going Global Workshops**, developed by FITT in partnership with the Government of Canada, are designed to help individuals and organizations make crucial exporting decisions, avoid common pitfalls and increase their understanding of international trade and foreign markets. Going Global workshops can be delivered by export service providers, educational institutions, industry associations, and private companies. Participation is simple and voluntary; there are no agreements or contracts to sign.

### ***Workshops currently available (7 in total)***

#### **Going Global: An Introduction to International Trade**

Assess your degree of readiness and find out what kind of preparation is required for exporting.

#### **Going Global: An Introduction to International Market Research**

Examine the research planning process and learn how to identify opportunities.

#### **Going Global: An Introduction to International Marketing**

Discover the principles of marketing and the issues related to marketing and selling products or services overseas.

#### **Going Global: An Introduction to International Trade Finance**

Learn about key elements of trade finance including export costing, payment methods and risk insurance.

#### **Going Global: An Introduction to the Cultural Aspects of International Trade**

Focus on the importance of cultural differences in international business including negotiating and relationship building for intercultural effectiveness.

#### **Going Global: Global Supply Chain Management**

Discuss ways to manage the flow of goods, information, and finances among international networks in the most efficient manner.

#### **Going Global: Importing into Canada**

Examine the processes and challenges importers face in getting their goods through Canada Customs and into the Canadian marketplace.

### ***Delivering a Going Global workshop***

Each workshop is designed to be delivered within a three-hour period. This is best accomplished if the facilitator focuses on the requirements of the group as a whole, and stresses that participants can read their material in detail at their leisure. The workshops can be delivered in regular monthly meetings, as in-house training seminars, as conference breakout sessions ...etc.

The workshops, available in both English and French, were originally developed for the classroom. However, in response to the need for just-in-time training FITT, in conjunction with the Government of Canada and Vubiz, developed an online version of the workshop series. This overview addresses primarily the classroom version of the Going Global Workshops. For more information about the online version, please visit [www.fitt.ca](http://www.fitt.ca).

In addition, the Going Global participant manuals may be purchased for use as a supplementary text for courses that touch on the various subjects related to international trade.

### ***Workshop Materials***

The materials available for each workshop include:

- Participant Guide
- Facilitator Guide
- PowerPoint Presentation

Also available to deliverers are customizable marketing material to advertise your workshop(s).

### ***Cost for Delivering Going Global***

Participant guides can be purchased for each Going Global Workshop at \$20 (+ GST/HST) per guide. To order please visit [www.fitt.ca](http://www.fitt.ca).

Delivery partners are responsible for contracting the facilitator. In addition, FITT will provide each deliverer with a copy of the Facilitator Guide and PowerPoint presentation, free of charge, for the workshop they are delivering.

### ***Price to Participants***

The suggested price for participants for the Going Global workshops has been left to the discretion of the deliverer. It is recommended, however, that the price remain in the range of \$40-\$100 + GST/HST per person, per workshop which should include the cost of the material purchased from FITT.

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## **WORKSHOP FACILITATORS**

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Both public and private international trade practitioners can deliver the Going Global Workshops. Listed below are suggested criteria for choosing a facilitator. The goal is to meet as many of the criteria as possible to ensure a high degree of excellence and consistency. The facilitator should be able to present the material confidently, answer the participants' questions, encourage discussion and provide feedback. The facilitator should be an active participant within international trade. If you require additional assistance in selecting your facilitator, please contact FITT ([info@fitt.ca](mailto:info@fitt.ca)).

### ***Recommended Facilitator Qualifications***

- Thorough knowledge of the subject area through his/her involvement in the industry;
- International trade practitioner (CITP or CITP candidate) or an experienced international trade service provider;
- Facilitation, presentation, public speaking or formal training experience;
- Innovative , dynamic, motivating, profession approach; and
- Actively participate in the exchange of information, the evaluation process and encourage students to participate as well.

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## **ROLES AND RESPONSIBILITIES**

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Going Global Workshops are developed by FITT and available to export service providers, educational institutions, industry associations and private companies for marketing and delivery. The roles of each party are defined below.

### ***FITT***

- FITT, through its online order site, will provide the workshop material upon request.
- FITT will provide customizable promotional support materials, of required.
- FITT will provide a Certificate of Completion to participants as per the names received from the deliverer; these may be ordered by sending an email to [info@fitt.ca](mailto:info@fitt.ca) that includes participant names, workshop title as well as the date and location of delivery.
- FITT will update all Going Global Workshop material on an as needed basis.

### ***Deliverer***

- Develop a marketing strategy and actively promote the workshops.
- Select and contract a facilitator to deliver the workshop as per the recommended criteria in this document.
- Customize a promotional flyer as necessary.
- Administer the registration process.
- Order the Participant and Facilitator Guides from FITT at least two weeks prior to the workshop date through the online order tool available at [www.fitt.ca](http://www.fitt.ca).
- Deliver materials to the participants and facilitator.
- Coordinate the logistics of the workshops (Room, A/V equipment, etc.).

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## **MARKETING YOUR WORKSHOP**

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The following information should serve as a guide for developing your own strategic plan for marketing Going Global Workshops in your community. The goal is to attract participants to the workshops hosted by your organization. Increased awareness of the workshops among your entire network of clients and partners will ensure success. FITT has provided you with some marketing tools to assist you.

### ***Target Audience***

- Companies interested in learning critical international trade strategies.
- Individuals interested in pursuing a career in international trade.
- Export service providers interested in enhancing their services.

### ***Benefits to Potential Exporters***

- Increase awareness of export opportunities and potential pitfalls.
- Avoid the most common pitfalls in the exporting business.
- Develop international trade skills before entering into foreign markets.
- Explore opportunities for networking, partnering and mentoring.
- Attain a higher rate of success in foreign markets.

### ***Support Materials***

Going Global delivery partners can request copies of marketing support materials from FITT.

- Going Global Workshop course outlines and course descriptions
- Sample articles on the Going Global Workshops, which can be customized to reflect your organization

The logos of FITT and the Government of Canada are to be included in all promotional materials. When using these logos, please do not modify them as they accurately meet graphic standards. We recommend you add your own logo as well as those of your sponsors. Logos are available upon request ([marketing@fitt.ca](mailto:marketing@fitt.ca)).

### **Communication**

To manage the expectations of the participants, it is important to clearly communicate the objectives and target audience of the workshops. You should provide participants with a workshop outline prior to the start of the workshop to ensure that their expectations are met. Please see Appendix A for a description and the learning objectives for each GG Workshop.

### **Newsletter Inserts**

Promoting your workshops through the newsletters of your clients, partners, sponsors, and your own organization can be an effective way to reach your target market. Depending on the space made available to you in these publications, you may request a copy of a sample article available by sending an email to [info@fitt.ca](mailto:info@fitt.ca).

### **Broadcast / Web Site**

Information about your workshops can be incorporated into the existing web sites of your clients, partners, sponsors and your own organization. Sending out periodic broadcasts to employees serves as a reminder of your workshop, as well.

### **Media Relations**

Negotiate listings for your workshops in the calendar of events of local media including trade-related publications. These listings are usually available at little or no cost. Weekly print media should be contacted two weeks prior to any publication. Trade publications may require even more lead-time.

### **Canada Business Service Centres (CBSCs)**

The CBSCs can help promote your workshops. Make sure to keep your local CBSC informed of upcoming workshops in your region. ([www.cbsc.org](http://www.cbsc.org))

### **On-Going Promotion**

Incorporate promotion of your Going Global Workshops as part of your organization's regular outreach activities at client meetings, workshops, trade shows and other public events.

### **Follow-Up Calls and Face-to-Face Meetings**

Follow-up telephone calls and face-to-face meetings with key clients, partners and sponsors can reinforce your message in your print material and can put a human face to the workshops and your organization.

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## **FURTHER TRAINING**

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Should the Going Global Workshop participants wish to expand on their international trade skills and knowledge or obtain their Certified International Trade Professional (CITP) designation, the in-depth FITTskills training program, which is available across Canada, is the next step. For more information, please visit [www.fitt.ca](http://www.fitt.ca). Additionally, the Government of Canada has a multitude of resources and tools available to help trade practitioners:

- [www.international.gc.ca](http://www.international.gc.ca)
- [www.exportsource.ca](http://www.exportsource.ca)
- [www.importsource.ca](http://www.importsource.ca)

Join a distinctive group of delivery partners across the nation to deliver FITT's premiere line of ***Going Global Workshops***. Participation is simple and voluntary; there are no agreements or contracts to sign. Help make a significant impact on Canada's future in international trade.

To register as a delivery partner or for more information, please contact:

FITT—*The Professional Path to Global Markets*  
116, rue Lisgar Street, Suite/Bureau 300; Ottawa, ON K2P 0C2  
Tel.: +1.613.230.3553, 800.561.3488; Fax: +1.613.230.6808;  
Email: [info@fitt.ca](mailto:info@fitt.ca); Website: [www.fitt.ca](http://www.fitt.ca)

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## APPENDIX A: WORKSHOP DESCRIPTIONS

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### ***Going Global: An Introduction to International Trade***

This workshop is designed to help you make that crucial exporting decision to start you off on your journey towards foreign markets while learning about the common pitfalls to be avoided. Learn the basics of international trade, understand the use of Incoterms, determine whether you should pursue international markets and gain the knowledge required to position your company to be a success in these markets. This workshop provides an overview of the key aspects of international trade and will also include the use a real-life case study.

#### Workshop Objectives

- Develop an international business plan applying the information acquired through this workshop.
- Evaluate a company's overall business strategy to enhance its competitiveness in the global marketplace.
- Access relevant and current online information for the business using the web sites recommended throughout this workshop.

### ***Going Global: An Introduction to International Market Research***

The success of a new trade opportunity is greatly enhanced by conducting thorough market research. Successfully entering foreign markets is only possible if they are carefully researched beforehand and if promising business opportunities are identified and analyzed. Sound business decisions are based on data, intelligence and information, and planned, organized and targeted research is the key to obtaining them. Such research is part of the foundation of your export business plan and will also form the basis of your marketing assumptions and estimations. This workshop will provide you with the basic tools required to perform international trade research including: a discussion of the various areas of research required for the export plan; the types of research used (primary and secondary research) as well as when and how it is appropriate to use them. The workshop will also include the use of a case study to demonstrate how marketing research is applied in a real-world situation.

#### Workshop Objectives

- Develop a company's international market research plan in a way that makes the firm a more effective and successful international trader.
- Demonstrate how to conduct international market research to penetrate foreign markets by applying the information from this workshop.

### ***Going Global: An Introduction to International Marketing***

This workshop will introduce you to the role of marketing in the pursuit of international business opportunities. Learn the potential challenges and the various factors that could affect a successful outcome. You will be provided with the basic knowledge and skills to develop an international marketing plan - based on the International Marketing Plan Template presented at the end of this workshop. A real life case study is included to demonstrate how international marketing is applied in a real-world situation.

#### Workshop Objectives

- Design a successful international marketing strategy for a company's products or services using the information from this workshop.
- Develop an international marketing plan applying the global marketing information from this workshop.
- Access current online information relevant to a business by using the web sites recommended throughout this workshop.

### ***Going Global: An Introduction to International Trade Finance***

This workshop is designed to help make it easier for you to get the financing that you need to take your business global. You will be introduced to the various types of export financing, risk assessment and mitigation techniques, to impress upon you the importance of diversifying your sources of financing, and to provide you with tips on how to prepare and to present that winning financing proposal. A case study, which illustrates export costing, will also be discussed.

#### Workshop Objectives

- Evaluate how a company's financial strategy can best secure international trade financing in support of business abroad.
- Develop an international trade finance plan by applying the information from this workshop.
- Access current online information relevant to a business by using the web sites recommended throughout this workshop.

### ***Going Global: An Introduction to the Cultural Aspects of International Trade***

Our cultural views are in large part influenced by our environment. The ability to communicate, socialize, negotiate and manage relationships in different cultural environments is essential to successful global business operations. Multicultural effectiveness is primarily a function of knowledge, and with knowledge comes the ability to understand and be sensitive to different cultural perceptions and beliefs. This workshop will provide participants with the basis to understand the cultural aspects on international trade, the challenges of intercultural effectiveness and suggest strategies to assist in overcoming cultural obstacles.

#### Workshop Objectives

- Create awareness on how differing cultural dimensions affect business operations in the global marketplace.
- Foster understanding of the complexities faced by business negotiators in global markets and the important role that relationship building plays in global business negotiations.
- Identify personal characteristics that must be developed for an individual to be effective in different cultural environment.
- Provide current and relevant online information to businesses through web sites recommended throughout this workshop.

### ***Going Global: Global Supply Chain Management***

Although goods must travel extensive distances and cross a number of international borders, companies must effectively manage their supply chains to ensure their products are meeting projected demands cost-effectively. This workshop will introduce you to the benefits associated with managing a global supply chain and give sufficient guidance for a company's first attempts to move into international trade.

#### Workshop Objectives

- Identify the stages of a global supply chain
- Develop a well-planned supply chain management strategy to enhance your company's competitiveness
- Define the standard trade terminology used in international transactions
- Identify the main types of documentation used in international trade transactions
- Manage production, inventory, delivery, and returns efficiently to meet international demands and to reduce your company's risks
- Select methods to enhance supply chain performance and efficiency

## ***Going Global: Importing Into Canada***

Importing into Canada gives companies of every size the possibility of developing an enhanced market presence in Canada and becoming more profitable. Investigating the possibilities associated with importing into Canada? Making those first attempts to move into international trade? This workshop will guide first time importers through the importing steps from essential legal aspects to the challenges associated with dealing with international suppliers and transportation to clearing your goods through Canada Customs.

### Workshop Objectives

- Set up an importing company.
- Find and assess suppliers of goods you wish to import.
- Organize paperwork and understand regulations for importing into Canada.
- Work with importing partners and government organizations.