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# CANADEXPORT

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IN THIS ISSUE > DIG INTO JAPAN FOOD SECTOR >

## 'FITTING' in on the world stage

It's not easy for small and medium-sized companies to obtain the range of knowledge and skills they need to be successful exporters. That's why the Forum for International Trade Training (FITT) has launched a series of initiatives designed to provide companies with the competitive advantage of understanding the global trade environment.

FITT works with over 55 educational partners across Canada and offers online courses to give Canadians skills and knowledge to compete successfully in world markets. FITT is the only organization in Canada to award the Certified International Trade Professional (CITP) designation—the Canadian credential of excellence in international trade.

### CITP designation and FITTskills

In 1997, in response to calls from industry for a specific professional qualification in international trade—and as part of its mandate to set national standards for trade training and certification—FITT introduced the CITP designation. Individuals holding the designation have met a rigorous set of requirements, including completing the FITTskills program or its equivalent and having a minimum of one year of trade experience.

The FITTskills program is the primary avenue for achieving the CITP designation. FITTskills is a practical, interactive training program that allows participants to master skills for successful global traders. The program has been validated by the International Association of Trade Training Organizations. Courses are offered across Canada through a network of learning organizations, and online.

### Going Global Workshops

The Going Global Workshop series is a joint initiative of FITT and Team Canada Inc. The six three-hour workshops, also offered online, introduce participants to the world of international business including marketing, market research, trade finance, international logistics and distribution.

FITT members benefit from a variety of programs, publications and services that have been developed specifically for international trade professionals. Whether you want to advance your career, add to your skills and knowledge, or stay in touch with your peers, FITT membership can open doors for you.



### FITT's National Conference

On June 13 and 14, 2006, the 9th annual FITT Conference will be held in Halifax, Nova Scotia. This leading national conference combines opportunities to meet international trade practitioners from across the country and to sharpen global business strategies.

**For more information**, and to register, go to [www.fitt.ca/conference/2006](http://www.fitt.ca/conference/2006), or call the FITT Conference Secretariat at 1 866 775-1817, website: [www.fitt.ca](http://www.fitt.ca).



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