

TOOLS OF THE TRADE

TRAINING PROGRAMS AND SERVICES

You can improve your competitiveness in international markets by taking advantage of government-sponsored training programs and services. Whether you are entering the export market or looking for tools to help you increase your market share, there is a support service with your firm in mind.

A diverse alliance of Canada's business and labour communities, the **Forum for International Trade Training (FITT)** can help you acquire the practical skills and tools you need to compete in international markets. FITT's programs and services include: a comprehensive package of courses designed specifically for business and operations professionals interested in exploring foreign markets; a series of intensive workshops focussing on specific international markets; and custom-designed training services tailored to suit specific business needs.

AgFITT is the latest program designed by FITT for small and medium-sized agri-food businesses. Other programs designed and developed by FITT include **FITTskills** — offered coast to coast — and **NEXPRO** (see below) offered by the Business Development Bank of Canada.

Contact: Tel.: 1-800-561-FITT (3488); (613) 230-3553; Fax: (613) 230-6808
e-mail: corp@fitt.ca
Internet: <http://www.fitt.ca>

If you're a Canadian company that is just entering the export market, the **New Exporters to Border States (NEBS)** program can provide you with practical information and first-hand exposure to a U.S. border market. You'll travel to a Canadian trade office across the border for a two- or three-day orientation course on exporting.

Contact: The ITC nearest you

The **New Exporters to Overseas (NEXOS)** program sponsors educational trade missions to help new exporters learn about emerging European markets.

Contact: Trade Fairs and Missions, Department of Foreign Affairs and International Trade, Tel.: (613) 996-5568; Fax: (613) 944-1008