
Comprehensive Programs

Export training courses are a relatively new phenomenon. As the international investment opportunities for Canadian businesses have grown, so too has the need for training in all aspects of the export market. The first wave of comprehensive programs, developed in conjunction with federal government departments, addresses a wide range of issues from research to logistics, in order to help prepare companies for successful exporting ventures.

The Forum for International Trade Training (FITT)

FITT offers the most comprehensive programs available to Canadian business people wanting skills to compete and succeed in an export market. Developed in 1992 in conjunction with the Department of Foreign Affairs and International Trade (DFAIT), Human Resources Development Canada (HDRC) and Industry Canada (IC), FITT provides instruction through three distinct programs: FITTskills, GeoFITT, and CustomFITT.

FITTskills

Designed specifically for business and operations professionals, entrepreneurs and individuals committed to exploring opportunities in the world marketplace, FITTskills is a series of eight individual modules focussing on the day-to-day mechanics of international business. Each module is 45 hours long and ends with a comprehensive exam. The areas of study include:

- **Global Entrepreneurship.** An introduction to international business from the ground up.
- **International Marketing.** Well-established techniques and tools for reaching target markets effectively, regardless of the location, culture or language.
- **International Trade Finance.** The basic tools for establishing good cashflow practices and collection techniques.
- **International Trade Logistics.** How to deliver or import products and services better, cheaper and faster than the competition.
- **International Market Entry and Distribution.** Finding the best market entry strategies as well as the right partners to take advantage of opportunities in the new economy.
- **International Trade Research.** A system for developing an in-depth understanding of target markets and their specific needs.