

# **EXPORT TRAINING**

## **FORUM FOR INTERNATIONAL TRADE TRAINING INC.**

In 1992 the Canadian private sector, along with the complete support of both the provincial and federal governments launched a plan of action; to provide and develop Canadians, and Canadian businesses with the training and business skills necessary to penetrate, and compete within the international market. The final result of this pioneering action plan was The Forum for International Trade Training Inc. (FITT™). FITT's purpose is to expand opportunities for Canadian businesses by providing practical 'hands on' international business skills training that will enhance competitive advantage and our ongoing profitable commercial success in the global environment. This can be achieved by raising the awareness of Canadians, and establishing national professional training and standards in international business.

FITT represents a diverse alliance of Canada's business and labour communities. To understand the scope of this initiative, it is important to note that over 300,000 Canadian businesses coast to coast are represented by FITT's founding members.

FITT training is available in three different formats. The first is FITTSkills, which is a comprehensive package of courses consisting of eight distinct modules. Each module targets the essential tools of international business such as: entrepreneurship, marketing, trade finance, logistics, market entry, research, law and management. The eight FITTSkills diploma courses are now being offered across Canada through 20 community colleges, CEGEPS, and university extension departments.