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## INTERNATIONAL BUSINESS DEVELOPMENT

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### TRADING HOUSES

1 day

IB0801

This course focuses on raising the Trade Commissioners' awareness of Trading Houses as potential partners. The seminar will explore: (a) the role of Trading Houses in international trade, (b) who and what they are; (c) who uses them; (d) the creation of business networks to respond promptly and effectively to international opportunities; and, (e) the tricks of the trade.

At the end of this course, participants will be able to:

- appreciate the role played by Trading Houses in developing non-traditional markets (i.e. non-USA);
- understand better how and why Trading Houses operate;
- identify international business opportunities that could be directed to Trading Houses.

**Population:** All employees who require this training for their jobs

**Mode of Delivery:** Classroom

### WORKING THE TRADE SHOWS FROM BOTH SIDES OF THE AISLE

2 days

IB0901

Sometimes finding opportunities at a trade show is like finding a needle in a haystack, except this haystack is so filled with interesting things to see we often miss the obvious. For trade personnel, trade fairs are one of the essential tools of the trade but all too often the inexperienced visitor to a show is overwhelmed. A well planned visit to a show will make a difference. After following this course you will know how to gather market intelligence and make new contacts, how to effectively plan a visit, how to analyze a trade show, the products and services available and how to capture the information for further use. Participants will be taken to an actual trade show on the afternoon of the first day for on-site learning experience with debrief following morning. Your parking fees will be refunded.

At the end of this course participants will be able to:

- gather market intelligence and make new contacts;
- effectively plan a visit;
- analyze a trade show, the products and services available;
- capture the information for further use.

**Population:** All employees who require this specialized training for their jobs

**Mode of Delivery:** Classroom