

As life becomes more interconnected and businesses go global, the need mounts for international trade skills. How do you overcome barriers of language and culture? How do you find the right person to conduct business in a foreign country? What is the cost-effective way to generate sales in a competitive market?

People who can answer these questions are in growing demand. And now there is a step-by-step, practical course of training developed by experts in the field: the *FITTSkills* program. Offered by the Forum for International Trade Training (FITT), *FITTSkills* covers all the essential topics of doing business internationally. Thousands have taken the courses, which are available on-line and through colleges, universities and private organizations across Canada.

Log in and start learning

To take the *FITTSkills* on-line courses, all that's needed are basic computer skills and access to the Internet from a PC or Mac platform. Once registered, participants can navigate through the courses at their own pace from any convenient location. Along the way they can turn for guidance to a seasoned international trade practitioner, a comprehensive course guidebook, on-line help, and dedicated technical support.

FITTSkills offers a broad range of courses, each lasting 40 hours and starting at staggered dates around the calendar. "Global Entrepreneurship" is an overview of the fundamentals of international trade. "International Marketing" and "International Marketing and Distribution" explain how to effectively market products and services in foreign markets. "International Trade Finance" explores the various aspects of financing, and the options available. "International Trade Research" shows how to develop an in-depth understanding of target markets. And there is more.

As part of their training, course participants perform market research and create marketing plans for Canadian companies. The results have been so promising that some trainees

FITTING Canadians to do business with the world

have been hired while still working on course assignments. (For the complete course schedule, see www.fitt.ca)



Forum for International Trade Training

FITT

Professional designation for international trade expertise

The courses lead to designation as a **Certified International Trade Professional (CITP)** — Canada's first professional qualification specifically for international trade skills. Launched in 1997, the CITP designation is gaining recognition across Canada as a proven badge of expertise. Says Judy Bradt, Director of Government Markets at the Canadian Embassy in Washington, D.C., "CITP means much more than training. It means experience guaranteed, a proven business strategist, a skilled communicator, a cultural interpreter ... with the skills that you need today for tomorrow's global markets."

About FITT

FITT is a national, not-for-profit professional organization committed to developing and delivering international trade training programs and services, establishing Canada-wide standards and certification, and ensuring continuing professional development in the practice of international trade.

FITT is a strategic partner of Team Canada Inc (www.tcm-mec.gc.ca), and under a three-year co-operation agreement, Export Development Corporation (www.edc-see.ca) provides funding for FITT's course

curriculum. It is also a major sponsor of FITT's 2001 conference.

FITT Conference 2001

On June 3 and 4, 2001, the National Capital Region hosts FITT's annual conference. The program is a mix of workshops, exhibits and networking opportunities. Participants will mingle with business and government decision makers, providing an opportunity to learn from hands-on professionals. On the schedule for June 4 is a workshop on "Hot Markets": Canadian Trade Commissioners from around the globe will talk about the hottest markets, the opportunities they present and the latest trends for doing business in these booming markets.

For more information about *FITTSkills* courses or to register, contact Forum for International Trade Training, tel.: 1-800-561-3488 or (613) 230-3553, fax: (613) 230-6808, e-mail: corp@fitt.ca Web site: www.fitt.ca

For more information about the June 2001 conference, contact Osprey Associates, tel.: (819) 827-5931, e-mail: conference@fitt.ca ★