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# INTERNATIONAL BUSINESS DEVELOPMENT

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## SCIENCE AND TECHNOLOGY

2 days

IB1001

The goal of this course is to provide personnel with the awareness, clarification and direction necessary to be valued contributors to the Government of Canada's S&T agenda. To be a valued contributor to the Government of Canada's S&T agenda, managers and staff need to: understand how emerging Science and Technology will affect industrial sectors; build their S&T networks at home and abroad.

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

- identify the role of ITCan and the TCS in the government's S&T Strategy;
- appreciate the significance of Canada's S&T Strategy;
- explain key S&T concepts;
- identify key elements in the commercialization process;
- communicate the value Posts provide to Canada's S&T strategy;
- identify with the work of S&T clients;
- identify issues of importance to players in Canada's key S&T fields;
- recognize opportunities in the S&T arena;
- outline how the TCS could be of assistance to S&T partner-clients;
- effectively represent Canadian S&T interests internationally;
- respond appropriately to local inquiries related to Canadian S&T;
- recognize the need to build and maintain a global S&T network.

**Population:** The primary target audience for this course in order of priority is:

- i) officers leaving on posting to missions with S&T responsibility;
- ii) managers and staff in HQ responsible for countries that have S&T activity;
- iii) other interested personnel.

**Mode of Delivery:** Classroom

## THE AID MARKET

1 day

IB0245

The goal of this course is to educate members of the Trade Commissioner Service on how they can assist Canadian clients with export and investment opportunities financed by development assistance.

At the end of this one-day session, Trade Commissioners will be able to:

- explain the relationship between international development institutions and Canada's prosperity agenda;
- assess Canadian capability / capacity in the developing market;
- recognize market opportunities created by development finance;
- appreciate how and when procurement decisions are made in development projects;
- identify what clients consider useful leads/intelligence;
- clarify the services provided by Trade Commissioner in the development/aid procurement process.

**Prerequisites:** Global Learning Initiative-I for Commercial / Economic Managers or GLI-2 for Commercial / Economic Staff, Introduction to Development Finance

**Population:** DFAIT staff (Trade Commissioners in particular) with limited knowledge and experience with development institutions. (May be of particular interest to staff working on developing country issues or being posted to a developing country)

**Mode of Delivery:** Classroom