

Forum for International Trade Training

In 1992, the Canadian business community, with the support of the provincial and federal governments, founded the Forum for International Trade Training (FITT™) to help Canadians acquire the practical skills and tools they need to compete in international markets. FITT is a diverse alliance of Canada's business and labour communities, with over 300 000 businesses from coast to coast represented by its founding members.

FITT programs and courses provide useful hands-on international business skills training to Canadian businesses to assist them in expanding their commercial opportunities. This training is available through three distinct and complementary programs.

FITTskills is designed specifically for business and operations professionals interested in exploring opportunities in foreign markets. It is a comprehensive package of courses consisting of eight individual modules focusing on the day-to-day mechanics of international business, including entrepreneurship, marketing, finance, logistics, market entry and distribution, research, international law and trade management.

GeoFITT consists of a series of intensive workshops which focus on specific international markets. It offers the specialized know how essential in doing business abroad, with emphasis on the specific country of interest to individual participants.

CustomFITT offers customized training packages to suit the specific needs of businesses, concentrating on the detailed international knowledge and skills needed to turn opportunities into successful transactions. FITT's comprehensive knowledge base, consisting of over 120 international topics, is used to design these custom

training packages that range from a broad overview of international trade to an in-depth look at a specific industry's needs.

FITT programs are delivered throughout the country, either directly at a company's place of business or at more than 25 colleges and universities.

For more information on the Forum for International Trade Training, contact:

Forum for International Trade Training
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Heritage Place
Ottawa K1P 6L1
Telephone: 1-800-561-FITT (3488) or
(613) 230-3553
Fax: (613) 230-6808

Western Economic Diversification

Western Economic Diversification (WD) works with business to strengthen and diversify the western Canadian economy. WD identifies major marketing events both in Canada and overseas that are likely to be significant export opportunities and provides assistance to selected companies to participate. Financial assistance is provided to companies to achieve international quality standards so that they can be more competitive in global markets.

Information on WD's programs and services can be obtained from its offices in the following locations.

Ottawa
200 Kent Street, 8th Floor
P.O. Box 2128, Station D
Ottawa K1P 5W3
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Fax: (613) 952-9384