

# Trade Information Training Programme

18 to 27 November, 2013  
Geneva, Switzerland



**TRADE INFORMATION SERVICES**  
Boosting Skills & Innovation  
in Trade Information Management

## Trade Information Training Programme

18 to 27 November, 2013

Geneva, Switzerland

<b>Target</b>	Managers and Officers of business information services in trade promotion organisations, chambers of commerce, business associations and other organisations involved in searching, processing or disseminating trade information.
<b>Themes</b>	<p>The topics to be covered in the course include a number of information management and information resource themes, including:</p> <ul style="list-style-type: none"> <li>Analysing information needs and services</li> <li>Web 2.0 in trade information management</li> <li>Best practices for information portals design</li> <li>Competitive Intelligence</li> <li>Disseminating trade information</li> <li>Promotion of information services</li> </ul> <p>Identifying relevant information sources:</p> <ul style="list-style-type: none"> <li>Trade contacts</li> <li>Market news, trends and reports</li> <li>Market access and trade regulations</li> <li>Trade statistics</li> <li>Prices</li> </ul>
<b>Venue</b>	<p>International Trade Centre 54, rue de Montbrillant Geneva, Switzerland</p>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>Good command of the English language</li> <li>Professional position related to trade / business information management</li> <li>Good knowledge of the information needs of your business community</li> </ul>
<b>Travel arrangements</b>	<p>Participants should arrive in Geneva on Sunday 17 November. They are responsible for making their own travel and accommodation arrangements.</p>
<b>Visas</b>	<p><b><u>Participants will need to comply with visa requirements for Switzerland</u></b> <b><u>They will have to obtain the Swiss visa in their respective countries.</u></b></p>
<b>Course Fee</b>	<p>US\$ 2.000 This fee includes tuition and course documentation. It does not include travel or accommodation. Scholarships are NOT available from ITC for the event.</p>
<b>Application deadline</b>	<p><b><u>10 October, 2013</u></b> Due to limited number of places (Upto 15 participants), early application is highly recommended.</p>
<b>Contact</b>	<p>Martin LOPEZ, Trade Information Officer - Trade Information Services Magdalena ALBANELL and Diana NWOKEJI, Assistants - Trade Information Services International Trade Centre, Palais des Nations, 1211 Geneva 10, Switzerland Tel: +41-22-730 01 11 - Fax: +41-22-730 05 78 <b><u>lopez@intracen.org</u></b> &amp; <b><u>tisworkshops@intracen.org</u></b></p>

## TRADE INFORMATION TRAINING PROGRAMME

18<sup>th</sup> to 27<sup>th</sup> November 2013 - Geneva, Switzerland,

	Day 1 Monday 18	Day 2 Tuesday 19	Day 3 Wednesday 20	Day 4 Thursday 21	Day 5 Friday 22	Day 6 Monday 25	Day 7 Tuesday 26	Day 8 Wednesday 27
	9:30-10:30	9:30 – 10:50	9:30 – 10:50	9:30 – 10:50	9:30 – 10:50	9:30 – 10:50	9:30 – 12:30	9:30 – 10:50
Morning 9:30 – 12:30	Opening & Programme overview  Introductions of participants	Assessing user needs & information service capacity	On-line trade information search techniques	Web. 2.0 based information delivery	Market Access: Tariff and non-tariff barriers  ITC's Standardsmap	Introduction to competitive intelligence and monitoring cells	Company information:  Marketplaces, tradeshow and contacts	Elaboration of information service plan
	10:30-11:30  Introduction to ITC and TIS	11:10 – 12:30  Information service planning	11:00 – 11:45  Collection and processing of trade information	11:10 – 12:30  Market Access: Tariff and non-tariff barriers  ITC's Macmap	11:10 – 12:30  Trade statistics: Application and major sources	11:10 – 12:30  Best practices on portals design		11:10 – 12:30  Elaboration of information service Plan
	11:50-12:30  Administrative issues							
Afternoon 14:30 – 17:30	14:30 – 15:50  Information Management: Concepts & Issues	14:30 – 15:50  Evaluating internet resources	14:30 – 15:40  Web 2.0 Managing internet resources	14:00 – 17:30 Lobby ITC  Market Access: Tariff and non-tariff barriers	14:30 – 17:30  Trade statistics: ITC's Trademap	14:30 – 15:50  Price information: International sources	14:30 – 15:50  Promotion of information services	14:30 – 16:00  Presentation of information service plan
	16:10 – 17:30  Introduction to Trade information sources	16:10 – 17:15  Search engine optimization (SEO)	16:00 – 17:30  Setting-up Information tracking services  Practical session	Visit to WTO Information facilities	16:00 – 17:30  Information service delivery	16:10 – 17:30  Price information: International sources  ITC's Market Insider	16:10 – 17:30  Performance evaluation of trade information services	16:20 – 17:30  Evaluation of the programme  Closing act

## APPLICATION FORM

TRADE INFORMATION TRAINING PROGRAMME 2013

Please fill in and send this form to ITC-TIS by e-mail (lopez@intracen.org) with a copy of the candidate's CV before the specified deadline.

### Personal data

<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs.				
	Last name	First Name	Nationality	Birth date dd/mm/yy

Employer	Job Title	Department/Section

English language skills	Reading			Writing			Speaking		
Please tick level	Fair	Good	Excellent	Fair	Good	Excellent	Fair	Good	Excellent

### Contact data

Address	City	Country

Phone number	Fax number	E-mail	Website

### Please describe:

Your current duties

The ways in which your service/organisation would benefit from the programme

Products/services/knowledge areas that are top priority for your work

\_\_\_\_\_  
Place and date

Candidate's name and signature

Supervisor's signature and stamp