

Trade Information Training Programme

14th to 23rd November 2011
Geneva, Switzerland



TRADE INFORMATION SERVICES
Boosting Skills & Innovation
in Trade Information Management

Trade Information Training Programme

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Target	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.
Themes	<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"> • Assessing user needs • Web 2.0 in trade information management • Effective information search techniques • Information service planning • Delivery of trade information • Promotion of Information services <p style="text-align: right;">Identifying relevant information sources:</p> <ul style="list-style-type: none"> • Company information • Market news, trends and reports • Market access and trade regulations • Trade statistics • International Prices
Language	The complete training programme will be held in English.
Venue	International Trade Centre, 54-56, Rue de Montbrillant Geneva, Switzerland
Requirements	<ul style="list-style-type: none"> • Good command of the English language • Professional position related to trade / business information management • Good knowledge of the information needs of your business community
Itinerary	Participants should arrive in Geneva on Sunday 13 November. They are responsible for making their own travel arrangement.
Visas	<u>Participants will need to comply with visa requirements for Switzerland. They will need to obtain their visa before travelling.</u>
Course Fee	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.
Application deadline	<u>14 October, 2011</u> Due to limited number of places (Up to 15 participants), early application is highly recommended.
Contact	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 <u>lopez@intracen.org & tisworkshops@intracen.org</u>

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	Day 1 Monday 14	Day 2 Tuesday 15	Day 3 Wednesday 16	Day 4 Thursday 17	Day 5 Friday 18	Day 6 Monday 21	Day 7 Tuesday 22	Day 8 Wednesday 23
Morning 9:30 – 12:30	Opening Introductions of participants	Assessing user needs & information service capacity	Information service planning	Market Access: Tariff and non-tariff barriers Selected sources	Market Access: Tariff and non-tariff barriers ITC's Standardsmap	Market news	Company information: Marketplaces, tradeshows and contacts	Elaboration of information service plan
	Introduction to ITC and TIS Administrative issues	Evaluating internet resources	Collection and processing of trade information	Market Access: Tariff and non-tariff barriers ITC's Macmap	Trade statistics: Application and major sources	Market research reports		Elaboration of information service Plan
Afternoon 14:30 – 17:30	Information Management: Concepts & Issues	On-line information search techniques	Price information: International sources	Market Access: Tariff and non-tariff barriers Visit to WTO	Trade statistics: ITC's Trademap	Information service delivery	Promotion of information services	Presentation of information service plan
	Introduction to Trade information sources		Price information: International sources ITC's MNS		Web 2.0 Managing internet resources	Web. 2.0 based information delivery	Performance evaluation of trade information services	Evaluation of the programme Closing act