
Module 4: SETTING UP AN EXPORT MARKETING STRATEGY

This course introduces the ways in which export marketing forms a vital component of the export development process. Small enterprises need to craft their messages appropriately, in order to be perceived in the way they want by their customers. This is achieved by adopting a strategy based on the export marketing process, and by adhering to certain key principles.

- Lecture 1: **Introduction to Export Marketing**
- Lecture 2: **A Marketing Strategy for Exports**
- Lecture 3: **The Export Marketing Process**

Module 5: GENERATING EXPORT BUSINESS

This course introduces techniques that are used for successful international business generation, in both face-to-face and virtual/remote environments. Each environment is described in terms of its characteristics, pros and cons, challenges, as well as the factors that determine respective comparative advantages.

- Lecture 1: **Face to Face Business Generation**
- Lecture 2: **Virtual Business Generation**

Module 6: ACCESSING FINANCE FOR EXPORTS

This course explains the ways in which the financial needs of small enterprises are determined and the obstacles that they face in accessing adequate financing. It explores the various available sources of financing, as well as the loan requirements of banks, with particular focus placed on the ways in which enterprises can meet these requirements by putting together the required financial documents and other necessary information.

- Lecture 1: **Introduction to Access to Financing**
- Lecture 2: **Financial Institutions**
- Lecture 3: **Applying for Finance**

“The world cannot afford to let a generation of youth go without decent employment and livelihoods. Investing in SME competitiveness is a key ingredient towards this goal.”

*Arancha González,
Executive Director
International Trade Centre*

ABOUT ITC

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and least developed countries to become more competitive in global markets, thereby contributing to sustainable economic development.

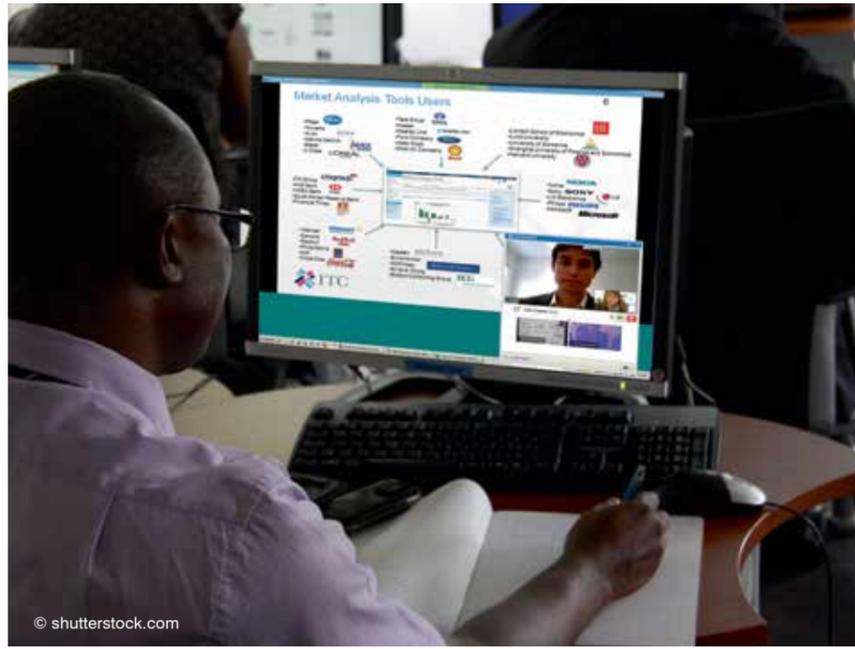
ABOUT ITC YOUTH AND TRADE PROGRAMME

ITC Youth and Trade Programme seeks to improve income opportunities of young entrepreneurs through connecting to international markets.

FOR MORE INFORMATION

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E-Learning for Young Entrepreneurs



E-LEARNING FOR YOUNG ENTREPRENEURS

More and more young people around the world are considering the entrepreneurship pathway. Entrepreneurial attitudes, skills and knowledge are integral to their success in sustaining and expanding business activities.

Introducing international business concepts to potential and existing young entrepreneurs through training is one of ITC's approaches to support youth entrepreneurship.

Having access to this training content through an e-learning platform is an innovative delivery method in skills development. Online courses and learning material help to reach out to those young people who cannot afford either the time or the resources for classroom training.

The International Trade Centre's (ITC) SME Trade Academy is an e-learning platform offering pragmatic and topical online courses to build trade capacity of small and medium-sized enterprises.

The platform provides a new approach to learning for young entrepreneurs and enhance their accessibility to pedagogical materials and resources for vocational training that are practical and adapted to their needs.



ITC YOUTH AND TRADE PROGRAMME

The e-learning package for young entrepreneurs offered through the ITC Youth and Trade Programme introduces a range of international business concepts and has been designed to build better knowledge and understanding of international trade issues.

The knowledge gained will assist young entrepreneurs to consider, plan for action and expand their business internationally.

ITC Youth and Trade e-learning course content is segmented into:

- Introductory course on entrepreneurship
- Introductory course on exporting
- Introductory courses on trade-related business topics

Access ITC Youth and Trade E-Learning programme!

<http://learning.intracen.org/>

BENEFICIARIES AND EXPECTED RESULTS

- Potential young entrepreneurs gain an insight into entrepreneurship and the opportunities and challenges of international trade
- Existing youth-owned SMEs build their knowledge and skills on trade-related topics to consider business internationalization



E-LEARNING MODULES

The ITC Youth and Trade Programme's e-learning modules package includes:

Module 1: TAKING THE ENTREPRENEURSHIP ROUTE

This course gives aspiring young entrepreneurs a clear understanding of the path towards entrepreneurship, the risks and rewards of being an entrepreneur, as well as the business start-up process. Young men and women will benefit from enhancing their entrepreneurial mind-set and developing skills to identify and act on opportunities.

- Lecture 1: **Overview of Youth Employment**
- Lecture 2: **Being an Entrepreneur**
- Lecture 3: **The Entrepreneurship Process**

Module 2: CONSIDERING EXPORT MARKET'S

The purpose of this course is to consider the viability of entering international markets. The course takes the participant through the major features of international trade, describing an international customer, and highlighting challenges and opportunities in the export business, in order to make an informed decision to continue exploring the exporting option or not.

- Lecture 1: **Introduction to Exporting**
- Lecture 2: **Export Markets**
- Lecture 3: **Enterprise Readiness**

Module 3: SELECTING INTERNATIONAL MARKETS

This course consists of different aspects of market analysis including introduction to assessing market access conditions and market potential.

- Lecture 1: **Customs Tariffs**
- Lecture 2: **Finding Tariffs, Trade Agreements and Rule of Origin in Market Access Map**
- Lecture 3: **Compare Tariffs**