

# Going Global Workshops

## Learn to trade globally

### Introductory workshops are offered on:

- International Trade
- International Market Research
- International Marketing
- International Trade Finance
- International Trade Logistics and Distribution

## *Are you ready to move beyond the domestic market?*

**Going Global** workshops will provide you with the basic knowledge you need to do business abroad.

If you are already exporting, providing services to exporters, or are contemplating a move into the global arena, you'll benefit from the practical information offered in this series of five half-day workshops.

The introductory workshops cover key aspects of international trade: export-readiness, market research, international marketing, financing, and logistics and distribution.

## *Do you want to expand your trade knowledge?*

You'll learn to identify market opportunities, leverage your resources to secure financing and insurance services, and negotiate partnerships with foreign shippers and distributors. The most common pitfalls to avoid in your export venture are also highlighted in the workshops.

**Going Global** workshops, developed by the Forum for International Trade Training (FITT) in partnership with Team Canada Inc, are available for classroom delivery or can be taken independently online.

For information on **Going Global** workshops go to [www.goingglobal.ca](http://www.goingglobal.ca)

For more information about advanced international trade training and certification, visit [www.fitt.ca](http://www.fitt.ca) or call 1-800-561-3488.

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TRADE TRAINING



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