

Program Outline

Following are the five areas of training required to complete this program created by the Forum for International Trade Training.

Introduction

Two modules to help you prepare to take the *Small Exporter Management Certificate* program.

- Primer on International Trade
- Introduction to Going Global

1. Market Research

Enhance the potential and reduce the risk of your export venture by conducting thorough market research.

2. International Marketing

Acquire the basic knowledge and skills to develop your international marketing plan.

3. Trade Finance

Get the financing background and knowledge you need to take your business global.

4. Trade Distribution and Logistics

Develop the right logistics and distribution plans for your export venture.

5. Cultural Aspects of International Trade

Increase your likelihood of success in international markets by understanding the importance of cultural differences in international trade.

*Each of these five areas has its own test, and once you achieve 70% or better on each test, you will receive the **Small Exporter Management Certificate**.*

Go to the SEM Certificate... and expand your export skills and expertise



The Small Exporter Management Certificate program provides convenient online training for:

- Introduction to International Trade
- Global Market Research
- Export Marketing Strategies
- Managing International Trade Finance
- Trade Distribution and Logistics
- Cultural Aspects of International Trade

Visit the **Small Exporter Management Certificate website** at www.semCertificate.com to review this new program and sign up today.

No Company is Too Small to Export.

The Small Exporter Management Certificate

Some small businesses think that exporting is only for bigger companies. But 80 percent of the 35,000 merchandise exporters in Canada today have total annual sales under \$5 million. And almost half of all exporters have sales of less than \$1 million. Others export various types of services – from tourism to consulting to technical expertise.

That's why Export Development Canada and the Forum for International Trade Training are pleased to team up with a Coalition of leading organizations who support online learning for small business excellence to make available this special Small Exporter Management Certificate program.

A valuable online learning tool

This program is designed to help export-ready, new, and seasoned smaller exporters acquire the basic knowledge and hone the skills necessary to be successful in the global marketplace. Whether you export goods or services, every small business will benefit from this special introductory program. It offers state-of-the-art courseware and the chance to receive the *Small Exporter Management Certificate* for yourself and your key employees.

The program includes an introduction and primer on international trade and detailed modules that examine various aspects of international trade.

Best of all you don't have to take time away from the office to benefit from this expertise. It is available



economically, online, 24/7, to you and your employees for personal growth and increased profitability. Work at your own pace on your own schedule. Cover subjects in any order you choose. That's how easy and convenient it is to complete this course and to receive your Small Exporter Management Certificate.

- Offered to a maximum of three employees for one low price.
- More than 25 hours of easy-to-understand online content covering all the basics of managing your export business.
- You have a full 90 days from date of purchase to complete the program and receive your Small Exporter Management Certificate.

The more you can use this e-learning technology to enhance your skill levels, the better equipped you will be to grow your business in the fast developing global economy.

ENDORSED BY:

