

# *M*anaging a Competitive Export Business



<b>Programme</b>	<i>Annual International Training Course, Thai International Cooperation Programme</i>
<b>Course Title</b>	<i>Managing a Competitive Export Business</i>
<b>Duration</b>	<i>April 16 - 27, 2007 *</i>
<b>Closing Date for Application</b>	<i>January 31, 2007</i>
<b>Number of Participants</b>	<i>25</i>
<b>Invited Countries</b>	<i>Afghanistan, Bangladesh, Bhutan, Cambodia, China, Egypt, Ethiopia, India, Indonesia, Iran, Jordan, Kenya, Lao PDR, Madagascar, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Oman, Pakistan, The Philippines, Sri Lanka, OAS Member States, Senegal, Timor Leste, Uzbekistan, Vietnam and Thailand *</i>

*\* Subject to change by further notifications*

## Objectives

**Upon completion of the course, participants will be able to:**

- understand the essence of export business, its roles in international business;
- understand and be able to manage or to train the exporters to manage country's export business in a competitive way.

## Qualifications

**Participants for this course should:**

- be a university graduate or equivalent (this is a strict requirement);
- have a minimum of 3 years of working experience in a related field;
- be between 30 and 45 years of age;
- have a good command of spoken and written English; and,
- can participate in the course for the entire period.

## Course Content

### **I. Basic outline**

- Fundamentals of export business : its roles and practice in global market
- Implications of all the related international organizations in the field of multi-national trade
- Basic intentional business practice: its procedures and operations in all the main aspects concerned

### **II. Discussion and evaluation**

### **III. Field trip**

- Visit Bangkok International Gifts Fair and Housewear Fair 2007
- Factory Visit and Study Trip

### **IV. Country report**

Participants are requested to prepare a country report pertaining to the international trade practices including import and export law and regulations of their home country.

## Institution

**The course will be conducted by:**

International Trade Training Institution  
Department of Export Promotion  
Ministry of Commerce  
22/77 Ratchadaphisek Road  
Chatuchak, Bangkok, 10900  
THAILAND  
Tel.: (662) 5115066-77 (ext. 662)  
Fax.: (662) 5131904  
E-mail: ttdep@depthai.go.th

