



THE UNIVERSITY
OF THE
WEST INDIES



Caribbean
Centre for
Competitiveness



Caribbean Centre *for* Competitiveness

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CALL FOR PARTICIPANTS

The Internationalisation of SMEs – Marketing and eBusiness Workshop

The Caribbean Centre *for* Competitiveness (CCfC) invites participants from amongst the private sector, particularly Small and Medium Enterprises (SMEs), policy makers, University academics and researchers working in related areas to participate in the **Internationalisation of SMEs- Marketing and eBusiness Workshop** at the University of the West Indies, St. Augustine Campus, Trinidad and Tobago, September, 16-17, 2013.

This Workshop will be facilitated by **The Institute of Export** of the United Kingdom.

About the Workshop

The Internationalisation of SMEs-Marketing and eBusiness is a two (2) day course co-organized by the Caribbean Centre *for* Competitiveness (CCfC) of the University of the West Indies (a Centre funded by the IDB, DFID and CIDA) with course content delivered by The Institute of Export of the United Kingdom.

Each element of the programme will build knowledge in critical aspects of international trade and the export planning process.

It will enable an individual to understand the whole export process from quotation to receipt and payment. This workshop is indispensable to any individual or organization that aspires to international export competitiveness and to understanding this complex process.

Objectives

This course will enable participants to understand how international trade works and what is needed to sustain export competitiveness. It details the necessary steps in the process of getting a business, particularly small and medium size enterprises, to become export competitive.

Anticipated Learning Outcomes

Participants will understand:

- How world trade operates, WTO regulations, excise duties, local taxes, preferential tariffs, insurance policies, freight forwarder
- The Export Process: Contracts, quotations using INCOTERMS
- Marketing as a planned proactive approach to creating demand: 12 C's of international market planning, market research, 7 P's of International Marketing, Product life cycle, pricing
- eBusiness: Website management, planning your approach to eBusiness
- International Sales Skills: Sales forecasting, selling strategy, the sales process, buying signals
- How to plan your exhibition timetable
- How best to use Trade missions

Who Should Apply

Target participants are small and medium sized enterprises, private sector officials, business sector organizations, senior and mid-level policy makers, enabling public-sector officials, academic and researchers

Please note that the selection committee will be guided by the objective of having the widest possible participation from the CARIFORUM region.

Cost

Registration fee of US\$50.00

Please make cheques payable to the University of the West Indies

Tools and Equipment

Participants are expected to bring along a laptop/tablet/netbook and stationery for individual and group work.

Deadline for Application

The completed Application Form must be sent to the CCfC no later than **September 10, 2013**, accompanied by an Overview (1 page) of Academic and Professional Qualifications.

Attention: CCfC Secretariat

Email: ccfc@sta.uwi.edu

Fax #: (868) 645 1523

The CCfC shall respond to Applicants on/or before **September 12, 2013**.

For more information, visit CCfC's Website: <http://www.uwi.edu/ccfc/> for full details on this event.