



## INTERNATIONAL TRADE FORUM

**20 – 23 April 2005**

Menthon Saint Bernard - FRANCE



Working for European Business

# Learning Format

The approach is informal, open, relaxed and inspiring. The education is interactive and multiple learning approaches are used: lectures, discussions, workshops, exercises and games.

Like all EUROCHAMBRES Academies, this Forum is designed to allow maximum participation through debate and discussion. Furthermore, the courses are kept small (i.e. 15-20 persons per session) to ensure active participation by all.



## • Content

The course is structured around core and optional courses, both of which rely on participants' own contributions, discussion and debate.

**CORE COURSES:** \_\_\_\_\_ Participants are required to attend the 2 core subjects of general interest (6 hours) to all Chambers.

**OPTIONAL COURSES:** \_\_\_\_\_ In addition, there is a wide range of optional courses on offer, from which you can choose a mix of 3 subjects of most interest to you. (9 hours) This allows you to tailor the Academy Forum to meet your own specific needs.

## • Speakers

The sessions will be presented by experienced course leaders from extremely diverse backgrounds in trade - whether business-people or representatives from WTO, EU, governments or Chamber. They are qualified facilitators who both contribute to and encourage debate and discussion during the seminar, guide participants in group work, and focus workshops.

## • Course language

This Academy Forum will operate in English only.

*New option! A unique opportunity to participate to the WTO annual Public Symposium, which coincides this year with the 10th Anniversary of the WTO. You will be able to attend high-level work sessions and stimulating public debates with governments, parliaments, business academia and media directly at the WTO's headquarters in Geneva.*

From 20 – 23 April, EUROCHAMBRES organises its 3rd International Trade Academy Forum - a 3-day full-time study programme focused exclusively on international trade and globalisation in an informal, stimulating and European environment.

# EUROCHAMBRES Academy International Trade Forum

*“new and practical ideas that YOU can implement in YOUR Chamber”*

## TARGET GROUP:

The forum is designed specifically for senior executives from European Chambers of Commerce all dealing with trade issues and services supporting members' internationalisation - ranging from:

- trade policy formulation to export documentation,
- from organising trade missions to market information,
- and from managing international departments to running Chambers abroad.

The Academy Forum will create a platform to analyse and evaluate the latest trends and developments in international trade, and to identify best-Chamber-practice. Drawing from the Chamber network active across Europe, it will offer a unique opportunity for International Trade executives and Chamber managers to exchange ideas, develop joint projects, and network.

## Your benefits from attending the Forum:

### Learn with pleasure

The courses take place in an environment favourable to discovery and assimilation - Because “learn” must also go hand in hand with “pleasure”!

### Create & Develop International Contacts

A unique initiative that brings together colleagues from all over Europe. An opportunity to establish and deepen personal contacts.

### Share Ideas & Experiences

A seminar designed to allow maximum participation through debate and discussion, and through the sharing of ideas and best practice with a wide range of top class trainers.

>>>

You will leave the seminar armed with new, practical ideas that you can implement directly on return to your Chamber.



# The Venue

In keeping with the Academy tradition, EUROCHAMBRES has identified a unique venue, which combines comfortable and serene surroundings with modern technology to create the perfect learning environment. Alcatel Training Centre is located on the borders of Lake Annecy and surrounded by the majestic French Alps. Annecy is a historic city, just 58 km from Geneva, home of the WTO. The venue offers excellent seminar facilities and has 65 comfortable rooms and leisure facilities.



## Programme Overview

Arrival on Wednesday 20 April 2005: our meeting point is at 18:15 at Geneva Chamber (4, bd du Théâtre, 1204 Geneva) for our Welcome Reception, but if you arrive earlier you will have the possibility to take part to the WTO Annual Public Symposium (10.00-18.00). To go to the WTO headquarters, you can take Bus 28 directly at the airport.

The courses start on Thursday morning and finish on Saturday as described below. On Saturday afternoon you will be transferred to Geneva airport. Please book your return flight on Saturday 23 April late afternoon

TIMETABLE	THURSDAY 21.04	FRIDAY 22.04	SATURDAY 23.04
9.00 – 12.30	Core Course 1	Optional Course 1	Optional Course 3
12.30 – 13.30	Lunch	Lunch	Lunch and Award of Certification
14.00 – 17.30	Core Course 2	Optional Course 2	Departure to Airport
19.00	Networking Event Dinner	Dinner of local specialities	

The core courses on Thursday are mandatory. All participants will be divided into groups of 15-20 people.

### Core Course 1: Corporate Trends in International Trade

This course will analyse and discuss the latest trends in international trade on both political and economic aspects and the impact this has on the Chamber Network. Issues cover WTO negotiations, EU trade policy, the role and activities of the EU trade negotiators, international cooperation, regional trade integration, cooperation between institutions and business, and the implications of the July modalities agreement.

### Core Course 2: Foreign Trade Strategies for Chambers

How are Chambers meeting the competitive challenge of today's turbulent business environment? Solution strategies include: SME outreach programmes, new mandates or partnerships for investment promotion, etc. This course will offer the opportunity to benchmark your Chamber Foreign Trade Strategy with that of 42 other European Chambers.

The optional courses will be offered all day on Friday and Saturday morning (each participant can choose 3 courses, with each course scheduled to last 3 hours each)

#### **Option 1: WTO Briefing session**

What are today's issues on the WTO's agenda in the aftermath of the July agreement and the time ahead towards the Ministerial Conference in Hong Kong in December 2005? How does this affect international trade and Chambers of Commerce activities directly? What is the impact of China having joined WTO and of Russia joining in the future; what about the EU-US trade disputes? This course will provide key information and background to international trade as well as real insight into institutional work on global trade issues.

#### **Option 2: EU Trade policy update**

This course will provide a policy update on the European approach to international trade negotiations, the Commission agenda, and progress achieved as well as the unsolved issues for Europe since Cancun. How does the Commission intend to pursue its trade policy targets? Can new programmes and policies be designed? The course will cover the decision making process, information on the players and interests at stake, and discuss how Chambers of Commerce can contribute to improved conditions for business.

#### **Option 3: Intercultural Management – bridge across cultures**

Because of the globalisation of the world economy, your Chamber must learn how to manage across borders and cultural boundaries. Doing business internationally is doing business with other cultures. In a multinational operation, people from different cultures must learn to work together effectively. All this means that intercultural management skills are critically important to Chamber managers.

#### **Option 4: Export documentation & customs procedures**

More than ever, the urgent need for customs reform and modernisation and the implementation of transparent and simplified policies and procedures is high on agenda. From E-certification to standardised rules on declaration and classification, trade facilitation issues remain contentious at the international level. How can Chambers assist their members and contribute to facilitate trade?

#### **Option 5: Trade Promotion Instruments**

Members' demands for market information, support activities and events, coaching services and even strategic advice, are increasing. How can these missions be accomplished successfully to meet new expectations, provide improved services and respond faster? From market research to the design of highly relevant and efficient services, this course will provide training aimed at helping companies to help themselves.

#### **Option 6: Chamber arbitration**

This session will give an overview of Alternative Dispute Resolution (ADR) mechanisms available to the member enterprises. The course will focus primarily on arbitration and mediation as methods to solve commercial disputes, also presenting innovative services such as Online Dispute Resolution (ODR) methods. The session will describe how a Chamber of Commerce can effectively offer ADR and ODR services to companies and consumers. Participants will also learn the recent developments (and the future trends) of EU legislation on ADR.

#### **Option 7: EU External Cooperation Programmes**

This course will offer an insider's view into the various EU external cooperation programmes such as Asia-Invest, AI-Invest, Pro-Invest, etc. It will provide information as to how to access the programmes, prepare an offer, cooperate with partners across the globe. The course will build on practical examples and projects managed at EUROCHAMBRES together with the Chamber network.

#### **Option 8: Investment services**

One of the key pillars in regional development is the ability to attract foreign direct investment. It helps to generate growth, create jobs, regain competitiveness. At the same time, companies may need assistance in outsourcing or relocating their production facilities, in order to survive global competition. In both cases, these services are often provided by national investment promotion agencies – but what about Chambers of Commerce? Do they have a role in this area? Forward-looking Chambers increasingly make the link between investment promotion and trade promotion.

#### **Option 9: Information & advisory services**

Make the most of the multicultural environment of the Academy to check the quality and value added of your Chamber services to your member companies whether you are running an export club, organising market briefings or developing information tools to support internationalisation!

# Application Details

*"Value for money, easy to apply... but apply early!"*

## Value for Money

The fee for this Academy Forum is set at € 1,300, including:

- Full 3-nights accommodation and all meals, cultural and social programme .....€ 550,00
- Training facilities and courses (including documentation) .....€ 550,00
- Overall administration, transportation and overheads .....€ 200,00

### IMPORTANT NOTE

To maximise value, facilitate networking and foster exchanges **ONLY 40 PLACES** are available for this International Trade Academy Forum. They will be allocated on a first-come-first-served basis.

The deadline for applications to be received by EUROCHAMBRES is **18 March 2005**. But please book early to avoid disappointment.

You can go on-line to register at [www.eurochambres.be/activities/academy.shtml](http://www.eurochambres.be/activities/academy.shtml)

## Deadlines

### 18 March 05:

Deadline for return of application form to EUROCHAMBRES.  
Please, adhere to this deadline strictly to maximise preparation time!

### 25 March 05:

Deadline for transfer of full fee to Academy Forum Account:

Acad-Annecy: 310-1215406-82

IBAN: BE25 3101 2154 0682

BIC code: BBRUBEBB

### 4 April 05:

Course confirmation from EUROCHAMBRES to successful applicants.

## CANCELLATION POLICY

If, for any reason, you must subsequently withdraw from attending the Academy, EUROCHAMBRES will accept that you send another person from your Chamber, but we must ask you to confirm this in writing.

### Any other questions?

Please contact Sophie Devos at EUROCHAMBRES  
+32 2 282 08 72  
[devos@eurochambres.be](mailto:devos@eurochambres.be)

### ADDRESS:

EUROCHAMBRES  
Chamber House  
Avenue des Arts, 19 A/D  
1000 Brussels  
[www.eurochambres.be](http://www.eurochambres.be)

