

Development and Networking
Forum for Chamber Managers in
INTERNATIONAL TRADE



INTERNATIONAL TRADE ACADEMY 2012

31 January-3 February 2012
Menthon Saint Bernard
Lake Annecy, France

The Trade Academy 2011 participants' verdict!



"I really appreciated the Trade Academy. I found the courses very interesting and stimulating. I had a pleasant and friendly time with others participants."

Maria Antonella Ferri, Unimercaforum, Italy



"The mixture of courses, the wonderful network with people from 26 countries combined with excellent accommodation was great. Not to forget the perfect organisation!"

Mark Bremer, Erfurt CCI, Germany



"I spent 3 wonderful days in the Trade Academy. I will recommend my colleagues to participate in Academy next year because this is a very good opportunity to exchange experiences with people from other countries."

Nina Drakic, Montenegro Chamber of Economy



"Great organisation, helpful staff, facilities and food were excellent! Thanks for having given us the opportunity to get in touch with colleagues from so many countries!"

Sohrab Ziai, Luxembourg CCI



"Trade Academy is a useful platform for fruitful cooperation with the colleagues to exchange different kinds of experiences, receive up to date information from the course leaders. I've got a lot of valuable knowledge and practical information I am going to share with my organisation staff and our members."

Katsiaryna Vasileuskaya, Business Union of Entrepreneurs and Employers, Belarus



"It was a good practice from me. New ideas, interesting discussions and seminars gave me enough information about trade strategies, investment and understanding of EU. Thank you for such organisation."

Vasila Abdullayeva, Azerbaijan Republic CCI



"I wanted to express my sincere appreciation for meetings and team work we had. I found the program of Trade Academy very interesting and helpful."

Gennadiy Chyzykhov, Donetsk CCI, Ukraine

EUROCHAMBRES PRESENTS THE 9TH EDITION OF THE "TRADE ACADEMY FORUM"

A 3-day full-time study programme focused exclusively on international trade and globalisation in an informal, stimulating and European environment.

This forum is designed specifically for senior executives from Chambers of Commerce and Business support organisations dealing with trade issues and services supporting members' internationalisation.

Courses will cover the following issues:

- *trade policy formulation and internal market policies,*
- *export documentation and trade promotion instruments,*
- *investment promotion,*
- *organising trade missions,*
- *support to internationalisation,*
- *corporate strategies for internationalisation.*



The Trade Academy Forum 2012 is organised in cooperation with the Geneva Chamber of Commerce.

LEARNING FORMAT

The approach is informal, open, relaxed and inspiring. The education is interactive and multiple learning approaches are used: lectures, discussions, workshops and exercises. Like all EUROCHAMBRES Academies, this Forum is designed to allow maximum participation through debate, discussion and preparation in advance with course leaders. 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 to all Chambers/BSOs.

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

Optional courses:

In addition, there are 9 optional courses on offer, from which you can choose a mix of 3 subjects of most interest to you. This allows you to tailor the forum to meet your own specific needs.

The Academy will end with a WTO Briefing at WTO in Geneva. This briefing will provide the participants with answers to the following questions: what happened during the General Agreement on Tariffs and Trade (GATT) years? Why was there a need to create the WTO in 1995? What are the core principles of the multilateral trading system? Is there a need to change anything? What is the Doha Development Agenda (DDA)? Why is the WTO important for Chambers/BSOs and their companies?





LEARNING FORMAT

>> Speakers

The sessions will be presented by experienced course leaders from diverse backgrounds in trade - from businesspeople to representatives from institutions and Chambers. They are qualified facilitators who both contribute to and encourage debate and discussion during the

seminar, guide participants in group work and focused workshops.

See our faculty on page 10.

>> Course language

The Academy Forum operates in English only.

PROGRAMME

TIMETABLE	TUESDAY 31.01	WEDNESDAY 01.02	THURSDAY 02.02	FRIDAY 03.02
9.00 – 12.30	Arrival participants In Geneva	Internationalisation & Global Europe	optional course 1	optional course 3
12.30 – 14.00		Lunch	Lunch	Lunch & certification
14.00 – 17.30	16:00-17:00 Reception at Geneva CCI 17:00 Transfer to "Palace de Menthon"	Special Benchmarking Session	optional course 2	15:30 WTO briefing in Geneva
20.00	Dinner at "Palace de Menthon"	Dinner & VIP guest	Dinner of local specialities at "Châlet de la Pricaz"	16:30 Departure to Airport



"Le Palace de Menthon"

ACADEMY VENUE

The International Trade Academy Forum 2012 goes back to the majestic French Alps where EUROCHAMBRES identified a unique venue: Le Palace de Menthon, which combines comfort in serene surroundings with the modern technology of a dedicated training centre. The Palace is located on the borders of Lake Annecy, just 58 km from Geneva, home of the WTO.

DRESS CODE

we suggest "casual" attire for all our seminars/workshops.

COURSES ON OFFER

CORE COURSES

1) Internationalisation & Global Europe

The European Union is considered one of the most open economies in the world. Understanding the impact of globalisation is therefore crucial for European business. This course will look at different aspects of a "global Europe": how is the EU trying to cope with globalisation, can I access the € 8 billion which the EU is spending annually on international cooperation? What about my certificates of origin under the new Community Customs Code? What is the impact of all these trade negotiations on my local companies?

2) Special Benchmarking Session

This compulsory workshop will be an opportunity for each participant to present his/her best practise in the field of internationalisation, and benchmark with the other colleagues of the Academy. These short presentations will lead to a general debate on major trends, challenges and opportunities for the Chamber network in the area of internationalisation, and pave the way for bilateral cooperation between the participants.



OPTIONAL COURSES

1) Trade Documents and Customs Procedures

Customs procedures may be technical and complicated issues but are at the same time, and due to the existing link with trade facilitation, a crucial part of the EU trade policy. Moreover, they are even more important now that the Modernised Customs Code has been approved and its Implementing Provisions are being drawn up. Why are these relevant for all Chambers and their members? How will the future look for customs documents? Through the example of the recently updated "EUROCHAMBRES' Guide for the Issue of Certificates of Origin", this course will examine ways to improve the trade documentation, information and training, to benefit the companies.

2) Foreign Trade Strategies for Chambers

How are Chambers coping with the competitive challenge of today's turbulent business environment? Solution strategies may include: SMEs outreach programmes, new mandates or partnerships for investment promotion, etc. This proactive course will give the participants the opportunity to benchmark their own Chamber foreign trade strategy with that of the other national, regional and/or local Chambers.

3) Intercultural Management

Different norms, values, traditions, behaviours and decision-making strategies can hamper doing business internationally. Thus, understanding and improving intercultural management skills is becoming more and more important in today's global economy. This course will stress how communication in a multicultural environment can become more effective by providing tools and practical solutions to eventual complications.

4) European Union Trade Policy & market access

This course will allow the participants to deepen their understanding on how the European Commission, on behalf of the member states, sets the European Union (EU) trade policy. This will be analysed both at the multilateral level (within WTO) and at regional and bilateral level, with the Free Trade, Economic Partnership and/or Association Agreements it is now negotiating under the "Global Europe" strategy. Other elements of EU trade policy, such as the Trade Defence Instruments, will be analysed as well. This course will discuss what the consequences and effects are of this EU trade policy on Chambers' daily activities as well as what Chambers can do to shape and influence this policy in order to improve conditions for companies.

5) Doing Business in Emerging Markets

Brazil, India, Russia and China are examples of countries which are becoming more and more important in terms of fast-growing market opportunities for companies from industrialized countries. The EU is no exception. But many factors such as the lack of adequate infrastructure, insufficient transparency and predictability, major cultural changes and economic and political uncertainty, among others, could become major impediments to do business with these countries. How to design a strategy at the national and/or local Chambers' level so as to provide efficient advice to companies? How can the companies maximize their business opportunities in such markets?



OPTIONAL COURSES



6) Understanding Europe

"Europe" is an entity with so many perceptions: "a complex set of organisations and bureaucracy", "a huge market but difficult to enter", "an economic giant but political dwarf", ... This course will try to offer an overview of how the European Union really works, which are the important institutions and what do they decide on; which are the important priorities established by the 27 member states, and how does all this have an impact on my member companies? Understanding Europe in 3 hours! This course is especially recommended for non-Europeans.

7) Investment Promotion

One of the key pillars in regional and local development is the ability to attract Foreign Direct Investment (FDI) as it has clear benefits in terms of generating growth, creating jobs, and increasing competitiveness. At the same time, companies may need assistance in outsourcing or relocating their production facilities, in order to survive global competition. This is a task that is normally performed by the national investment promotion agencies. Do the Chambers have any kind of role to play in this field? What about, for instance, marketing programmes with the objectives of promoting your region? Is there a new trend trying to put trade and investment promotion together?

NEW!

8) Corporate strategies for internationalisation - Recent trends.

This course will look at recent trends at corporate level towards globalisation: how to exploit the opportunities in emerging markets, how important is corporate social responsibility and ethical standards for your company, how can I protect my innovation, how to organise a truly globalised company...? An opportunity to better understand how European CEOs try to safeguard competitiveness in a fast changing environment.

NEW!

9) Support to internationalisation - Who does what?

The need to support SMEs in their internationalisation process is widely recognised. At the same time, there is growing pressure to rationalise support schemes and agencies, both in the public and private sector. This should lead to better cooperation, even integration between different service providers, at the level of regions, member states and even at EU level. How to organise this synergy, how to make sure Chambers continue to play an active role in internationalisation...? The course will look at concrete cases and suggest strategies for effective pooling of resources.

FACULTY

Below you will find some of our experienced course leaders, to see their complete profiles and regular updates, please have a look at EUROCHAMBRES Academy website, and click on "[Faculty](#)":



Lars Nilsson,
Chief Economist Unit
Directorate General for Trade
European Commission



Josep Bosch,
Information Officer,
World Trade Organization



Wouter Van Gulck,
General Manager, Federation of Chambers of
Commerce and Industry of Belgium



Arnaldo Abruzzini,
Secretary General,
EUROCHAMBRES



Dirk Vantghem, International
Affairs Director, EUROCHAMBRES



Steve Baker,
National Trade Services Adviser -
British Chambers of Commerce.



Dominique Brunin,
General Manager UCCIFE



George Malcotsis,
co-founder of DIAS, a Business
Advisory and Management Training
firm based in Baden, Switzerland



Evert Jan Schouwstra,
Senior Trade Consultant, Chamber of Commerce
for the Northern Netherlands & Managing
Director, World Trade Center Leeuwarden

APPLICATION DETAILS

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

The fee for the Trade Academy is set at **€ 1450.00** including the following costs:

- Costs for training: €790.00
 - Costs for accommodation and local transport: €660.00
- TOTAL: €1450.00

Kindly note that payment should be received by **6 January 2012** at the latest, to ensure the participant's place and admission.

Important Note

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

Deadlines

21 December 2011:

Deadline for return of application form to EUROCHAMBRES. Please book early to avoid disappointment.
[Register online today!](#)

6 January 2012:

Deadline for transfer of full fee to Academy Forum Account:

Trade Academy: 310-1215406-82

IBAN : BE25 3101 2154 0682

BIC code : BBRUBEBB

Cancellation Policy

If, for any reason, you must 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 at least 2 weeks before the start of the Academy.

We look forward to meeting you soon!

Any other questions?

Please contact [Sophie Devos](#) at EUROCHAMBRES

Tel: +32 2 282 08 72

Or visit the Academy website:

academy.eurochambres.eu





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