



ITC

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## ITC offers trade promotion course at World Trade Institute on 4-8 August

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The International Trade Centre (ITC) is teaming up with the World Trade Institute (WTI) in Bern, Switzerland, to offer a week-long summer course on 'Converting Trade Potential into Business Transactions: the [Essentials of Trade Promotion](#)'. The course will be held at the Institute from 4-8 August.

Trade promotion professionals and others seeking to improve their skills are invited to learn the latest trade facilitation and trade development techniques from ITC experts. The course will cover the core elements of trade development and trade facilitation, including trade intelligence, business advocacy, and enterprise product and service development.

ITC developed this course in response to changes in global trade patterns. Developing and least developed countries increasingly recognize the role of support institutions, including trade promotion organizations, in facilitating the internationalization of small and medium-sized enterprises and their integration into global value chains.

The ITC experts leading the course are [Anders Aeroe](#), Director of ITC's Division of Market Development, Friedrich von Kirchbach, former Director of ITC's Division of Country Programmes, and John Gillies, Senior Programme Manager of Trade Learning and Capacity Building.

After the training, participants will have learned to develop and implement the latest trade facilitation and trade development strategies and techniques.

The course is open to private, public and civil society professionals, as well as individuals who have completed an undergraduate degree. Places are limited and are allocated on a first-come, first-served basis. Participants are expected to have a strong command of English.

Tuition for the course is CHF 1,300. Those interested can send a completed and signed [application form](#) together with a curriculum vitae and a photo to [summer@wti.org](mailto:summer@wti.org).

**Notes to the editor:** The World Trade Institute (WTI) is a centre of advanced studies of the University of Bern. Founded in 1999, the WTI focuses on education, research and advisory services in the field of international trade regulation.

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to strengthen their competitiveness and to internationalise, thereby contributing to sustainable economic development within the frameworks of the [Aid-for-Trade agenda](#) and the [Millennium Development Goals](#).

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