Training Title:

Trade Information

Module Endorsed by ALLPI Curriculum Review Committee

Africa Leather and Leather Products Institute (ALLPI)

Training Coordinator

Mrs. Birkinesh Gonfa

Email : birkineshg@allpi.int

www.allpi.int

February 2018

Module title	**Trade Information**
Module code	
Credit and ECTS	
Module type	
Pre-requisite module code	
Module calendar	3 days
Description of module	The module focuses on building the capacity of officials from concerned government institutions, trade agencies, business associations and clusters leaders. It capacitates the trainees with skills to develop and also how to use trade portals. The Scope of the course; is to build participants skills in data collection, uploading, retrieval and performing basic analysis. Introduce and build participants capacities to manipulate international data bases and how to retrieve ad interpret trade data
Learning outcomes	By the end of the course, participants should be able to have a good understanding and be able to apply the following steps in the development and use of trade portals: • Information needs and importance investigations • Methodologies for needs assessment • Methodologies for needs assessment • Customer satisfaction and your performance • Strategy for setting up a portal • Systems assessment • Resource Allocation • Content and formats • Social media integration • Operational plan • Monitoring and evaluation • Promotion • Sustainability
Content	**1. Introduction:** The target audience of the training are: i. Established exporters ii. Aspiring exporters iii. Policy makers iv. Government agencies v. Sector associations vi. SME associations **2. Information needs and importance investigations** 2.1. Brainstorming sessions with participants describing their situations and articulating their information needs; 2.2. Through a participatory process group the information

	needs into clusters, and then prioritize the information requirements with respect to the intermediate, medium and long terms needs of the information; 2.3. Through a participatory process provoke debate or a discussion among the participants to answer the following questions: i. What are the main topics that your priority clients need information about? ii. Are there specific markets or sectors that require special attention? 2.4. Expose participants to the following concepts, through discussions and illustrations: i. Formats of packaging information ii. Dissemination channels iii. Publication and updating 2.5. Provoke a participatory discussion to address the following issues: i. Do your priority target groups prefer concise reports with highlights to comprehensive and detailed reports? ii. Do they prefer to receive trade information via the website, social media or email alerts? iii. Do they prefer to have weekly or daily updates for example through blog posts? **3. Methodologies for needs assessment** 3.1. Participants shall be exposed to the following methodologies, highlighting the key steps of needs assessment, strengths and weakness of each: i. Administering questionnaires ii. Holding interviews iii. Organizing focus group discussions iv. Registering requests for information v. Tracking of search and browse behaviour **4. Customer satisfaction and your performance** 4.1. In this section, participants will be taken through the methods of seeking feedback from their clients i. Designing and execution of customer's feedback form. In this form, some of the information to be sought is - Customer satisfaction for your services in terms of scope, depth, and the methods, and also in terms of

	formats and frequencies, in accordance with the needs of your priority clients? - Rating of your performance in terms of customer satisfaction **5. Strategy for setting up a portal** The Trade Intelligence Portal 5.1. The participants shall discuss the following in regard to the overall strategy of setting up their system portal i. Define your ambition level in terms of information and technology ii. Set the scope and priorities of your portal, including sector and market focus iii. Define your priority target audiences in terms of (prospective) exporters and foreign buyers iv. Determine who are your strategic partners for portal content v. Decide on the allocation of human and financial resources **6. Systems assessment** 6.1. Participants in groups should be assigned to come up with an internal systems assessment based on the following questions: i. Do you have a strategy with SMART objectives for your Trade Intelligence Portal including customer satisfaction? ii. Do you have an effective management structures and work processes in place for the technical, content and quality management of the Trade Intelligence Portal? iii. Do you actively monitor and evaluate usage/performance of the portal by means of online analytics? iv. Do you have adequate human resources with the required knowledge and skills to achieve the objectives? v. Do you have an active involvement of your overseas foreign trade network (commercial counsellors) in producing trade information? vi. Do you have an adequate budget to achieve the objectives, including staff training, maintenance, and promotion? vii. Do you have a user-friendly content management system and adequate technical facilities in-house or outsourced to sustain a reliable performance of the online service? viii. Do you have an integration of the Trade Intelligence

	Portal with a Customer Relations Management (CRM) system to allow for effective and efficient customization of information services (e.g. alerts)? **7. Resource Allocation** 7.1. Setting a portal requires financial resources, hence participants shall be exposed to approaches of resource needs assessments, focusing on the following aspects: i. What is the available budget for the Trade Intelligence Portal and how does that compare to the ambition? ii. Are there external sources that can contribute financially (sponsoring)? iii. What are the staff requirements in terms of quantity and quality (knowledge and skills)? iv. How many human resources are you willing and able to allocate to the Trade Intelligence Portal? v. What will be the contribution of the Commercial Attaches? How much time can they dedicate to the Trade Intelligence Portal service? vi. Which departments get involved, which role they will play, which department will be responsible? This is in fact a critical success factor. Frequently Trade Intelligence Portals fail because the management of the organisation hasn't adequately ensured that departments that are not directly responsible for the Trade Intelligence Portal also take on ownership. Without an across the board sense of ownership by all parties involved a Trade Intelligence Portal stands little chance of lasting. 7.2. Areas requiring financial inputs are : i. Design and development ii. Licenses and Service Level Agreements iii. Hosting iv. Research capacity and skills v. Staff training vi. Subscriptions vii. Management **8. Content and formats** 8.1. Learning points i. Key success factors for effective content and formats. ii. Good practice videos and screen recordings. iii. Forecasts and trends to 2016. iv. Combination of information, facilitation and learning.

	v. Focus on opportunities and forecasting. vi. Attention on visual, mobile friendly and social media integrated formats**.** 9. Usability and functionalities Learning points: i. Key success factors for effective usability and functionalities ii. AIDAS and KISS principles iii. Good Practice videos and screen recordings iv. Basic and advanced functionalities v. Homepage success factors vi. Opportunities of E-learning and gamification **10. Social media integration** 10.1. Learning points: 10.1.1. Impact of social media to a trade promotion organization. 10.1.2. How to connect social media to the expectations of your target groups. 10.1.3. Key success factors for a social media strategy. 10.1.4. Learn from the best to set-up and manage your social channels effectively. 10.1.5. Importance of and guidelines for blogging **11. Operational plan** 11.1. Learning points 11.1.1. Templates and standard operating procedures are essential. 11.1.2. Decentralized content management is feasible through content management systems with a profile based workflow function. 11.1.3. Human resource development and knowledge management are key to develop and maintain capabilities in the organisation. 11.1.4. Performance contracts as a safeguarding mechanism to obtain content contributions. **12. Monitoring and evaluation** 12.1. Learning points: 12.1.1. Different methods and tools to measure the success of your portal. 12.1.2. Added value of measuring conversion vis-a-vis visitor statistics. 12.1.3. Relationship of the monitoring and evaluation plan with your portal strategy, including objectives and priority client groups. 12.1.4. Importance of key performance indicators.

	12.1.5. Practical tips to make effective of Google Analytics and focus groups. 12.1.6. Integration of monitoring and evaluation of your portal with related marketing efforts. **13. Promotion** 13.1. Learning points: 13.1.1. Key success factors for effective promotion of your portal. 13.1.2. The secrets of Search Engine Optimisation. 13.1.3. The benefits of blogging and other social media for promotion. 13.1.4. Customized alerts and e-newsletters. 13.1.5. Cross-media integration and linking of your services. **14. Sustainability** 14.1. Learning Points 14.1.1. Strategic importance of the financial sustainability 14.1.2. Cross selling, smart packaging, advertisement programs and premium memberships as financial models 14.1.3. Collaboration with financial institutions offers new opportunities 14.1.4. Mapping and requirements of international donor agencies
Teaching strategy	Presentations, interactive sessions, in class exercises, group work and practical session
Assessment criteria	Group work, class interaction
Assessment strategy	• Class attendance • Group assignments
Role of instructors and students	**Role of Instructors** • Power point presentation and demonstrating • Feedback performance report **Role of Participants** • Reporting and attending for the training program • Responds to assignments and homework • Requirements/Training materials
Teaching support and inputs	• Lecture materials • Overhead project, flip charts.
Module requirements	The participants Should attend all classes
References	World Directory of Trade Promotion Organizations and Other Support Institutions 2007, May 2007 https://2016.export.gov/exportbasics/eg_main_017458.asp

	https://wits.worldbank.org/wits/wits/witshelp/content/data_retrieval/T/Intro/B2.Sources_of_Trade_Information.ht