

"A really good experience for my first Academy which I hope to repeat sometime. The value is also in networking and new contacts. The three day programme keeps the programme tight and interactive".

Stephen Baker, United Kingdom

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, discussion and preparation with course leaders in advance. Furthermore, the courses are kept small (i.e. 15-20 persons per session) to ensure active participation by all.



EXCHANGE OF PRACTICES: (6 hours)

This workshop will be in two parts. In the morning you will receive inputs on best practice internationally from the course leader. This will be an interactive session but will primarily be about information transfer. The morning session will also include an analysis of the feedback from the pre-course Trade Survey that will be circulated to participants before the Academy.

In the afternoon there will be an opportunity for participants to present their own examples of best practice, interesting and innovative projects or new product offerings. Alternatively participants can present their comments, ask detailed questions, or make observations or explore particular problem areas or themes.

TAILOR-MADE PROGRAMME: (9 hours)

In addition, there is a wide range of 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.

For example, you might like to focus on EU Updates by selecting :

- EU External Cooperation Programmes
 - EU Trade policy update
 - Briefing on European technical standards/legislation, and implications for business
- Or you wish to focus on CCI trade tools & services with:
- Trade Promotion Instruments
 - Export documentation & customs procedures
 - Information & advisory services

• Speakers

The sessions will be presented by experienced course leaders from extremely diverse backgrounds in trade - whether business-people or 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 focus workshops.

• Course language

The Academy Forum operates in English only.

Application Details

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

Value for Money

The fee for the Academy 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 45 PLACES** are available for this Academy International Trade Forum. They will be allocated on a first-come-first-served basis.

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

You can go on-line to register at www.eurochambres.be/academy

Deadlines

18 December 05:

Deadline for return of application form to EUROCHAMBRES.

Please, adhere to this deadline strictly to maximise preparation time!

5 January 06:

Deadline for transfer of full fee to Academy Forum Account:

Acad-Annecy: 310-1215406-82

IBAN : BE25 3101 2154 0682

BIC code : BBRUBEBB

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

ADDRESS:

EUROCHAMBRES
Chamber House
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INTERNATIONAL TRADE AND GLOBALISATION

24 – 27 January 2006

Menthon Saint Bernard – Lake Annecy

FRANCE



"Very nice experience, useful information, good networking opportunities and wonderful environment!"

Nahid Noyen, Belgium

EUROCHAMBRES is proud to present the 4th edition of the

International Trade Forum

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

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

- trade policy formulation; export documentation
- organising trade missions; market information
- managing international departments
- running Chambers abroad

The Academy Forum 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 offers a unique opportunity for International Trade executives and Chamber managers to exchange ideas, develop joint projects, and network.

Your benefits from attending the Forum

The Academy takes place in a dedicated training centre, in a peaceful environment favourable to discovery and sharing of good practice.

The Academy brings together colleagues from all over Europe and is a unique networking opportunity where you will make firm personal contacts with your peers.

The Academy is 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 course leaders.

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



The Venue

The International Trade Academy Forum 2006 will go back to the majestic French Alps where EUROCHAMBRES identified a unique venue, Le Palace de Menthon, which combines comfort in serene surroundings with modern technology of a dedicated training centre.

The Palace is located in Menthon Saint Bernard on the borders of Lake Annecy, just 58 km from Geneva, home of the WTO.

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Because "learning" must also go hand in hand with "pleasure"!



The Programme

Tuesday 24 January 2006:

- 18.00 Meeting point at Geneva Chamber of Commerce, 4, bd du Théâtre, 1204 Geneva
- 18.30 Welcome Reception at the Geneva Chamber of Commerce, introduction of participants and meeting with former participants from the Chamber.

Wednesday 25 – Friday 27 January 2006:

- Courses start on Wednesday morning and finishes on Friday at 12.30 as described below.

TIMETABLE	WEDNESDAY 25.01	THURSDAY 26.01	FRIDAY 27.01
9.00 – 12.30	Foreign Strategies for Chambers: presentation	Your selected course 1	Your selected course 3
12.30 – 13.30	Lunch	Lunch	Lunch & Award of Certification
14.00 – 17.30	Foreign Strategies for Chambers: workshops	Your selected course 2	Departure to Airport
19.00	Networking Event Dinner	Dinner of local specialities	

Friday 27 January 2006:

- 14.30 transfer to airport
- 17.30 onwards: flight departures

"The knowledge, ideas and new contacts with the participants from the others countries will help me and my colleagues to improve the role of our Chambers. It was really the best way to exchange information with others".

Mimoza Preku, Albania

Your Faculty team

Some of the course leaders.

Josep Bosch



After studying journalism at the Universidad Autónoma de Barcelona, Josep started working for several local newspapers and magazines until 1976 when he begun his career as a foreign correspondent. He has worked in London, in Beijing, in Tokyo, in Hong Kong and as regional correspondent for Southeast Asia, the Pacific and in Geneva. From 2000 to present he is Spokesman and Information Officer at the World Trade Organization.

Remco de Bruijn



Remco is currently working as an International Trade Consultant at Utrecht Chamber. He has been working in the Information & Advisory services department for 4 years. His main tasks are individual advice on trade related matters and writing export marketing plans for companies. He is also involved in the coordination of trade missions and giving training in international projects (e.g. Mercure Atlas, TCDP I). Remco is a member of the product team of Dutch CCl's, which maintains and develops new services in the field of international trade for all Dutch Chambers.

Gerry Doyle



Gerry is Senior Policy Advisor to the Irish Chambers and has been involved in the Chamber movement for many years, notably as Chief Executive of South Dublin CCI. He has wide experience at middle and senior management level in the public and private sector in Ireland and overseas. His current portfolio includes assignments in Asia, Europe and USA.

Paolo Garzotti



Since January 2005 Paolo is Deputy Head of Unit at the European Commission - DG Trade. He is in charge of the coordination of WTO, OECD, Trade Related Assistance; GATT; 133 Committee. From July 2004 - January 2005, he was Deputy Head of Unit at the European Commission - DG Trade and responsible of Market Access, Trade relations with the USA, Canada, EFTA, Australia and New Zealand. From October 2000 - July 2004, he was Principal Administrator at the European Commission - DG Trade, in charge of WTO Dispute Settlement and Trade Barriers Regulation.

Fiona Mc Mahon



Fiona designs and presents management training and communication courses for European and International Institutions, educational establishments and the private sector. She also is an associate lecturer with the Open University, teaching undergraduate and graduate degree courses in psychology and education.

Lynn Shaw



Lynn has 16 years industrial experience in the industrial consumables sector - mainly working in export sales. This included 7 years as Export Manager covering North and South America, Caribbean and Australasia. For the last 13 years she has headed the International Trade Services first for Manchester Chamber of Commerce and Industry, then for the Business Link, which are now based in the new International Trade Centre at ChamberLink, Manchester. The International Trade Centre provides advice to companies in the Greater Manchester region and operates an export documentation service at 4 locations including an office at Manchester

Dirk Vantighem



At EUROCHAMBRES, Dirk is Director International Affairs. He has more than 10 years experience in EU programme design, with emphasis on external economic co-operation. His field experience relates to Central and Eastern Europe, the Mediterranean region, Latin America and Asia. He has previously also been responsible for the Academy. Dirk has an economic background and holds a Masters from the College of Europe.

EXCHANGE OF PRACTICES

1. 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 45 other European Chambers and will include a workshop to discuss individual cases. A great way to start the week and discover the practice of all participants' organisations!

TAILOR-MADE PROGRAMME

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

2. 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 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.

3. 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.

4. Intercultural Management – bridge across cultures

Because of the globalization 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.

5. 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?

6. 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.

7. 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.

8. 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.

9. Regional Development in a Global World

One key pillar in regional development is the ability to attract foreign direct investment to generate growth, create jobs, regain competitiveness. At the same time, companies may need assistance in outsourcing or relocating, 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? Forward-looking Chambers increasingly make the link between investment promotion and trade promotion. Furthermore, Chambers are key interlocutors of their region decision makers while competing at international level. This session will help you analyze your Chambers' strengths and weaknesses.

10. Briefing on European technical standards/legislation, and implications for business

Companies selling goods in the EU need structured information about the numerous and regularly changing EU product rules and standards. How can Chambers of Commerce turn this need into an opportunity for a new information service with a high value-added? This course will give a "best practice" in editing, capitalizing and selling "acquis communautaire" reports to businesses (producers, importers). The course contains a workshop with an active involvement of participants in processing some practical cases.

11. Information & advisory services

The Information & advisory services environment is changing rapidly because of IT and the accelerated shift from goods to service economies. How can Chambers of Commerce adapt to the change in information needs of their customers? This course will focus on current and future trends in international information & advisory services, identify key opportunities for Chambers and discuss possible methods to set up new tools to support your customer's internationalisation plans.