



CENTRE ISLAMIQUE POUR LE DÉVELOPPEMENT DU COMMERCE



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Casablanca, the 21 JAN. 2022

The Islamic Centre for Development of Trade (ICDT) presents its compliments to the Honorable Embassies of OIC Member States accredited to the Kingdom of Morocco, and has the honor to inform them that it is organizing a Virtual Training Workshop on "Making the Presential- Virtual International Trade Fair Profitable", on January 31, 2022, via the Zoom platform, through the following link:

https://us02web.zoom.us/webinar/register/WN_ahT6eVFZS0unp90LK_I4vQ

This workshop will be organized to build capacity in the field of trade promotion (TRAD2P) of OIC Member States to assist the Trade Promotion Organs and economic operators of the OIC Member States to better leverage their participation in trade events such as fairs and exhibitions, buyer-seller meetings (B2B), trade missions and their support in commercial intelligence.

In this regard, the ICDT will be pleased to invite the Honorable Embassies of OIC Member States accredited to the Kingdom of Morocco to disseminate this information to all private sector and trade development institutions in their respective countries and appoint an economic advisor to participate in this workshop. The workshop will be held in French and English.

The ICDT avails itself of this opportunity to renew to the Embassies of OIC Member States accredited to the Kingdom of Morocco, the assurance of its highest consideration.



To:

✓ Embassies of OIC member countries accredited to the Kingdom of Morocco

Enclosed:

- Concept note and program

عمارة الحبوب • شارع الجيش الملكي ص.ب. 13545 • الهاتف: 5 22 31 49 74 • الفاكس: 5 22 31 01 10 • الدار البيضاء 20 000 • المغرب
Tour des Habous, Av. des F.A.R. - B.P.13545 - Tél.: (212) 5 22 31 49 74 - Fax: (212) 5 22 31 01 10 - Casablanca 20.000 - MAROC
Web Site : <http://www.icdt-oic.org> - E-mail: icdt@icdt-oic.org



Virtual Training Workshop on "Making the Presental- Virtual International Trade Fair Profitable"

Program (GMT)

	Welcoming speech of the Director-General of ICDT Presentation of the trainer and the Program
	Session I
	<ul style="list-style-type: none">○ Introduction○ Basics on missions and international trade fairs○ Structure its mission and choose an international trade fair○ Planning for participation in a traditional and online international mission and trade fair○ Questions & answers
	Coffee break
	Session II
	<ul style="list-style-type: none">○ Winning strategies for missions and trade fairs○ The use of valuable tools such as Customer Relationship Management (CRM) software○ Activities after the mission○ Questions & answers○ Closing remarks of ICDT
	End of training



Concept Note

Trade Promotion Program (TRAD2P)

Virtual Training Workshop on "Making the Presential- Virtual International Trade Fair Profitable"



The Islamic Centre for Development of Trade (ICDT) has made trade promotion one of its keystones to succeed in its mission of developing trade and investment between OIC countries. In this regard, the Centre has implemented a new strategy as part of its Trade Facilitation and Investment Promotion program (2022-2025). This program provides for actions aimed at the development of trade and investments among the OIC Member States. The objective is to contribute to achieving the 25% share of intra-OIC trade in global trade by 2025, as specified in the OIC Ten Year Plan of Action 2016/2025.

In this context, ICDT has developed training modules to build capacity in the field of trade promotion (TRAD2P) of OIC Member States. Trade promotion is composed of several components: organization of fairs and exhibitions, buyer-seller meetings (B2B), trade missions, specific market studies, training workshops for Trade Promotion Organs (TPOs), and their support in commercial intelligence:

Preparing to attend a trade fair is important for exhibitors or visitors, whether physical or virtual or in relation to the international environment impacted by the Covid-19 pandemic: increase sales, leave a good impression on potential customers, and make their participation profitable. Many economic operators make, without knowing it, mistakes that reduce their chances of success. Whether it is before, during, or even after the event, a simple mistake can harm the reputation and destroy all promotional efforts undertaken to position and access foreign markets.

This training module on participation in trade fairs and exhibitions is organized for the benefit of TPOs (Associations, Federation of Chambers of Commerce, Chambers of Commerce, etc.) and economic operators of OIC Member States.

- help TPOs and MSMEs to better prepare to participate in fairs and exhibitions before, during, and after through tools to be developed during the workshop.
- make profitable the presence of participants during an international fair with many good advice and strategies.

The workshop is open to all executives from TPOs and companies, especially heads of export and marketing departments.

- Knowledge acquired on participation in fairs and exhibitions.
- Use of acquired online marketing tools.

ICDT

French and English

Mr. Karl Miville-des-Chênes

Virtual, January 31, 2022

Virtual: link: zoom

https://us02web.zoom.us/webinar/register/WN_ahT6eVFZS0unp90LK_I4vQ