



Trade Academy Trade Promotion 2023



PHASE 1: 25–28 April

Trade today and trade policy (e-learning)

PHASE 2: 2–5 May

Road to Export, an export readiness training (e-learning)

PHASE 3: 8–20 May

Assignment work at home

PHASE 4: 12–16 June

Export promotion on site Stockholm (classroom training and study visits)

Trade Academy Trade Promotion is a course that aims to provide knowledge and capacities needed to support companies in increasing their export capabilities. It is organised by the National Board of Trade, the Swedish government agency for international trade, the EU internal market and trade policy.

Trade Academy Trade Promotion offers valuable insights to trade promotion and how trade policy affects doing business in other countries. After having completed the course, participants are expected to have acquired enhanced knowledge on the global trade arena and the role of trade in achieving the 2030 Agenda, tools for successfully work with export promotion and trading with the EU. Also, participants will have gained experience in other countries' work with export promotion.

The National Board of Trade Sweden invites applications to Trade Academy Trade Promotion 2023. The course is free of charge.

Trade Academy offers a unique learning experience

- Trade Academy combines e-learning at home with classroom training and study visits in Stockholm.
- Applied knowledge is a key component of Trade Academy in the form of practical exercises including the home assignments.
- Tools and methods to promote a country's economic interests, to facilitate and encourage trade with other countries.
- Continuous support throughout the course as well as participation in our alumni program.

Trade Academy Trade Promotion covers the following topics

- **TRADE POLICY ARCHITECTURE:** including trade agreements at the multilateral, regional and bilateral level.
- **ROAD TO EXPORT:** five modules that include classification, trade statistics, mapping out the target market-segments, players and trends, monitoring requirements, preparing for market entry and getting ready to promote companies and sectors.
- **EXPORT PROMOTION IN PRACTICE:** you will get a chance to learn more about the Swedish way on how to promote exports, as an example.
- **THE EU INTERNAL MARKET:** including EU contact points and the European Green Deal.

Trade Academy Trade Promotion requires active participation

The course is interactive and consists of digital lectures (e-learning), in-class sessions and discussions. Active participation is required during all phases of Trade Academy Trade Promotion.

Successful completion of phase 1–3 (e-learning) and submission of the home assignment are requirements for taking part of phase 4 in Stockholm.

A **diploma** will only be issued if the participant has **completed all four phases**.

Trade Academy's lecturers are primarily experts from the National Board of Trade. External experts will also be invited as lecturers.

Trade Academy Trade Promotion includes practical assignments

After phase 2, the participants are to apply the knowledge gained and produce an export promotion plan at home and present it for the other participants during phase 4.

Structure

Trade Academy Trade Promotion is structured as follows:

PHASE 1: 25–28 April (digital)

The participants carry out individual e-learning on trade today and trade policy, and participate in interactive lectures. The individual e-learning takes approximately 3 hours to complete and is followed by a discussion session, both are mandatory.

PHASE 2: 2–5 May (digital)

The participants go through the e-learning modules in Learnifier on the tool the Road to Export and ends with an interactive digital session on Friday.

PHASE 3: 8–20 May (digital)

The participants work in groups on their assignment. *The assignment must be submitted by 20 May* at the latest and is mandatory for participation in phase 4.

PHASE 4: 12–16 June (Stockholm)

The participants come to Stockholm for in-class sessions on trade promotion, Open Trade Gate Sweden and study visits. They also present their assignments and discuss the assignments of their colleagues.

Target group

Trade Academy Trade Promotion is a course primarily for professionals from trade promotion organisations and other business support organisations with mandate including export promotion and international trade.

Participants should have relevant positions in their institutions. Trade promotion, international trade and direct or indirect support to companies should be part of their daily work.

Civil servants working specifically with trade promotion will be considered.

Language requirements

Trade Academy Trade Promotion is conducted in English and active participation is required. Language skills will be considered in the selection of participants.

Alumni network

All graduates of Trade Academy Trade Promotion will be invited to the Trade Academy alumni network on LinkedIn. It encompasses trade policy professionals that have been part of the National Board of Trade Sweden's long-term development cooperation. The purpose of the network is to extend relationships and prolong the exchange of knowledge and experience between all the participants by sharing and learning from each other.

Application process

Closing date for applications is 24 FEBRUARY 2023

We strive for a balanced gender representation and encourage both male and female applicants.

You apply by submitting:

The **Application form** filled in digitally by using the link: <https://esmaker.net/nx2/s.aspx?id=6ef8dde-8d9a5>

Participation

The selection of participants will be made by the National Board of Trade. The selection is based on the requirements stated in this paper and the qualifications of the applicants.

To complete the course, participants are required to take part in all phases of Trade Academy Trade Promotion. Tickets to Stockholm for phase 4 will not be purchased before the previous phases have been concluded.

All the candidates will be notified by e-mail if they are accepted or not. The accepted applicants must confirm their participation.

Cost of participation

Trade Academy Trade Promotion is free of charge and the National Board of Trade will cover participants' costs for international travel to Stockholm, accommodation, daily allowance and insurance. Personal expenses and, where applicable, visa fees are not included.

Accomodation

The National Board of Trade will make single room reservations for all participants in a hotel centrally located in Stockholm.

Contact information

Primary address for communication in all matters is: tradeacademyTP@kommerskollegium.se



The National Board of Trade Sweden is the government agency for international trade, the EU internal market and trade policy. Our mission is to facilitate free and open trade with transparent rules as well as free movement in the EU internal market.

The National Board of Trade provides the Swedish Government with analyses, reports and policy recommendations. We also participate in international meetings and negotiations. Our goal is a well-functioning internal market, an external EU trade policy based on free trade and an open and strong multilateral trading system – all with regard to sustainable development.

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