



Vietnam Development Information Center in collaboration with the Civil Service College of Singapore invites you to

**Distance Learning Seminar**

**TRADE PROMOTION STRATEGIES**

on Wednesday, January 25, 2006 from 14:00 to 16:00 (Hanoi time)

at Vietnam Development Information Center, Ground floor, 63 Ly Thai To, Hanoi

**Objectives:**

1. Provide an overview of trade promotion and its significance to economic development.
2. Explain the role of governments in trade promotion.
3. Highlight the type of services that trade support institutes can provide to support enterprises in trade promotion.

**Content:**

**I. An overview of trade development**

- a. Introduction to trade development strategies
- b. Strategic options for trade promotion

**II. Role of Government in Trade Promotion**

- a. Role of Government in Product Development
- b. Role of Government in Market Development

**III. The Role of Trade Support Institutes (TSIs)**

- a. Trade Promotion Organisations
- b. Business Chambers and Other Organisations
- c. Collaborative Strategies

**Target audience:**

This Seminar is intended for practitioners and senior executives from the public service, who are involved in planning and implementing trade and export development policies and programs in their respective countries. In addition, participants from business chambers and other private sector lead institutes will also find this course relevant.

**Presenter:**

**Mr Leon Khor** started his professional career in 1981 in the private sector where he was involved in overseeing international marketing and distribution. He joined the Singapore Trade Development Board in 1992 and worked in the External Trade Policy Division till he was posted as Singapore's pioneer trade representative to Vietnam from 1995 to 1997.

Mr Khor was until last year the Senior Vice President of the International Trade Institute of Singapore (ITIS) a trade development consultancy firm. During his tenure in ITIS, Mr Khor has been engaged by Singapore's Ministry of Foreign Affairs, Japan External Trade Organisation (JETRO), UN ESCAP and ADB for various consultancy and training projects relating to export development and trade facilitation for transitional economies.

Mr Khor is currently an associate trainer with the Civil Service College of Singapore.

**Mode of delivery:**

Broadcasted from Singapore, via videoconference through the Global Development Learning Network in the East Asia and the Pacific region.

**Language:**

English

**Cost:**

Free of charge as the Seminar has been funded by the Government of Singapore

**Registration:**

Please fill out the attached form and send it, **before Monday noon, January 23, 2006**, to:

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The presentation materials will be sent to the confirmed participants before the Seminar.