



## Concept Note

### Trade Promotion Program (TRAD2P)

#### Virtual Training Workshop on “Organizing a Presential-Virtual International Trade Fair”



February 1, 2022

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| <p><b>context</b></p>    | <p>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.</p> <p>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 and training of TPOs trainers to support economic operators in their respective countries.</p> <p>This training module on the organization of trade fairs and exhibitions is dedicated to TPOs and bodies working in the organization of fairs and exhibitions in the OIC space.</p> |
| <p><b>Objectives</b></p> | <ul style="list-style-type: none"> <li>– help TPOs and organizers of fairs and exhibitions to have tools to better organize these activities face-to-face and virtually</li> <li>– use new information technologies, namely digital marketing in the context of Covid and post-Covid;</li> <li>– maximize the participation of companies, visitors, and investors in fairs and exhibitions;</li> <li>– organize several activities on the sidelines (investment forums, buyer-seller meetings, training).</li> </ul>   |

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| <b>Participants</b>     | The workshop is open to all TPOs and organizers of fairs, exhibitions, and trade missions.  |
| <b>Expected results</b> | <ul style="list-style-type: none"> <li>– Knowledge acquired on the organization and follow-up of fairs and exhibitions</li> <li>– Use of acquired digital marketing tools</li> </ul>  |
| <b>Organizer(s)</b>     | ICDT  |
| <b>Languages</b>        | French and English  |
| <b>Trainer(s)</b>       | Mr. Karl Miville-des-Chênes   |
| <b>Venue and date</b>   | Virtual, February 1, 2022   |
| <b>Format</b>           | <p>Virtual: link: zoom</p> <p><a href="https://us02web.zoom.us/webinar/register/WN_kebyv_8iRz-FGpyAV4dVhg">https://us02web.zoom.us/webinar/register/WN_kebyv_8iRz-FGpyAV4dVhg</a></p> |



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### Program (GMT)

| February 1, 2022 |   |
|------------------|---|
| 11:00-11:20 a.m. | Welcoming speech of the Director-General of ICDT<br>Presentation of the trainer and the Program   |
| 11:20-12:30 p.m. | <b>Session I</b><br><ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Basics on missions and international trade fairs (traditional and online)</li> <li>○ Choose and structure a digital international trade fair</li> <li>○ The planning steps for organizing and participating in a traditional and online international trade fair</li> <li>○ Questions &amp; answers</li> </ul> |
| 12:30-12:45      | <b>Coffee break</b>   |
| 12:45-14:00      | <b>Session II</b><br><ul style="list-style-type: none"> <li>○ Budgeting</li> <li>○ Winning strategies for organizing trade fairs</li> <li>○ The use of digital tools</li> <li>○ Creation of monthly activities after the mission for companies</li> <li>○ Questions &amp; answers</li> <li>○ Closing remarks of ICDT</li> </ul>   |
| 14:00            | <b>End of training</b>  |