



TPSA Project Provides Ongoing International Business Training to Enhance Export Services Provided by the Indonesian Government

Building global business competence by addressing the day-to-day realities of exporting, importing, and investment is a key priority for Indonesian government officials. Through practical and comprehensive international business training, government officials are enhancing their competence to support Indonesian SMEs to succeed in global markets.

The Canada–Indonesia Trade and Private Sector Assistance (TPSA) Project, which is funded by Global Affairs Canada and administered by The Conference Board of Canada, aims to reduce poverty in Indonesia by contributing to sustainable economic growth through the expansion of Indonesian trade with Canada and encouraging Canadian investment in Indonesia. To accomplish this, TPSA is focusing its efforts on small/medium enterprises (SMEs). Strengthening the involvement of Indonesian SMEs in trade and investment is intended to help generate sustainable economic growth and reduce poverty in the country.

Within this effort, the Forum for International Trade Training (FITT) was asked to provide two additional one-week FITTskills international business courses to employees of the Indonesian Ministry of Trade who provide business coaching to Indonesian SMEs.

Participants received practical and comprehensive international business training that will enhance the support they provide to Indonesian SMEs. As part of the training, trainees were also provided insights regarding best practices for



Leroy Lowe, FITT Instructor, discusses how Indonesian firms can adapt and develop products and services for the foreign market.

teaching concepts from the FITTskills courses to Indonesian SMEs.

The training took place over two consecutive weeks in Jakarta (August 22–26, 2016, and August 29–September 2, 2016) and was delivered by Mr. Leroy Lowe, CITP, FITT-Certified Instructor. The courses delivered were International Marketing and International Market Entry Strategies.



"The FITTskills training will bring a significant contribution, especially for staff who work in the Ministry of Trade. Success in these courses will enable participants to be internationally recognized for their skills."

—MAROLOP NAINGGOLAN
*Head of Sub-directorate America and Europe,
 Directorate General for National Export Development*

FITTskills International Marketing Training

The first training session focused on the FITTskills International Marketing course. Participants learned about developing marketing plans to achieve business targets and implementing and coordinating international marketing activities for products and services. Topics addressed during this training session included the principles of marketing functions and the distinctions between domestic and international marketing. Participants also reviewed such activities as adapting and developing products and services for the foreign market, and the sales and marketing activities needed to be successful in the target markets.

In completing the training, participants are now able to 1) identify the main principles of marketing; 2) describe international marketing; 3) explain how to use market intelligence, promotional strategies, and e-marketing for global success; 4) recognize the influence of cultural, political, legal, and regulatory considerations on the international market environment; 5) explain why companies would adapt their product/service for the international market; 6) identify how to use marketing,



A participant reviews the FITTskills training materials.

pricing, and personal selling strategies to achieve international marketing goals; and, 7) prepare an international marketing plan.

FITTskills International Market Entry Strategies Training

The second training session focused on the FITTskills International Market Entry Strategies course. The course covered a comprehensive assessment of options for exporting products or services to international markets and optimal market entry strategies. Participants learned how to assess barriers to market entry, differentiate between market entry strategies, recommend potential international partners through consultations and analysis of strengths and weaknesses, and negotiate partnership agreements.

In completing the training, participants are now able to 1) perform basic corporate strategic needs assessments; 2) identify and evaluate market entry and distribution options commonly used in international trade and investment activities; 3) identify and evaluate appropriate partner(s) and type of partnership(s) for any given international venture; and 4) identify the factors involved in setting up and managing international partnership(s).

Strategies for Success

Based on feedback on the performance of the last cohort of participants on FITT examinations, special care was taken during these courses to engage the class with more exercises that required collaboration while using the FITT textbook. As a result, the participants had more time working with the textbook materials and appeared to be quite comfortable with those materials. The feedback received on the approach taken was positive, and it is hoped that the additional level of engagement will help the participants be better prepared to complete the examination for each course.

A substantial amount of time each day was allocated to small group case studies using the FITT textbook. This allowed them to work on the tasks/challenges in their own language and assist one another in their interpretation of the text. Teams then made PowerPoint presentations on their insights and findings, which allowed the instructor to offer feedback on their work. This gave



participants a chance to engage with their peers in their own language after hearing the instructions in English. This approach was received very well by the participants.

Participants also expressed interest in receiving localized case studies for classroom work that use Indonesian companies as examples. Case studies and course curricula are typically not customized, as standardized curriculum is the best way to ensure that a person attaining the FITT Diploma in International Trade will have his or her achievement recognized globally. The goal of FITT is to find the common threads and practices that occur within the present world of integrated trade and global value chains. The benefit of this approach is that, as world trade becomes more integrated, the global recognition that FITT earns becomes more valuable to a country's reputation and international standing. However, many of the classroom activities were designed to allow the students to use the Internet to find local companies for the work that was undertaken in class.

"The FITTskills training gave me new insight into international trade and a broader perspective, especially because I have a desire to be a professional in the field of international trade. The opportunity to discuss directly with an experienced mentor is a privilege. I now understand more about global trade and what SMEs have to do to be successful as exporters."

—ANJU SINAMBELA
*Trade Analyst, Directorate General for
National Export Development*

Overall, participants were engaged during the 10 days of training, often sharing examples of how they've supported Indonesian SMEs and the challenges they have faced. These training sessions provided a platform to share common challenges and discuss potential solutions to navigate through those challenges.

Participant Feedback

The effort to provide FITTskills training to employees of IETC (Indonesia Export Training Center)

went well, and feedback received from the participants was excellent, with all participants indicating that the knowledge and skills gained from both courses have increased as a result of their participation. In addition, the participants all indicated that they gained a new level of confidence/skills in applying the knowledge gained from these training sessions.

Conclusions

Developing international business intelligence is one of the most important things an SME can do to drive their export plans and growth. Through the FITTskills practical and comprehensive international business training, ministry employees are building and enhancing their competence in supporting Indonesian SMEs to succeed in global markets.

The key take-aways from the training sessions will allow these business coaches to help SMEs market their products and services effectively anywhere in the world and correctly identify and evaluate market entry options for their businesses. Lessons from these training sessions also allow participants to help SMEs build their brand, communicate with new customers, develop a high demand for their products, and increase customer loyalty for their goods and services. They will also have the ability to support SMEs to create the most effective business strategy by performing a needs assessment, determining potential barriers to market entry, and selecting the most viable market entry strategies for their business. By building their international business competencies, these participants are in turn helping to strengthen the involvement of Indonesian SMEs in trade and investment and helping generate sustainable economic growth and reduce poverty in the country.

About the TPSA Project

TPSA is a five-year C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.



Celebrating the successful completion of two weeks of FITTSkills courses.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and

women entrepreneurs, including trade-related environmental risks and opportunities;

- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.

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