

INDONESIA

TENTATIVE 8-WEEK ANNUAL TRAINING PROGRAMME
RECOMMENDED TO THE MINISTRY OF TRADE AND THE MINISTRY OF FOREIGN AFFAIRS
FOR CANDIDATE FOREIGN TRADE REPRESENTATIVES (FTR)

	Week and Theme of the week	Recommended Training Sessions	Suggested Trainers	ITC Materials available
	<p>Week 1</p> <p><u>NETWORKING</u></p> <p>“Knowing our partners and clients”</p>	<p>- Which networks are essential for the success of Foreign Trade Representation? Description of networks of institutions, companies, people and virtual networks, within the country and in the markets.</p> <p>- The internal trade support network of Indonesia Various presentations by trade support institutions (TSI) in Indonesia. The presentations will include a description of their status, mandate, target users, and services they provide to Indonesian exporters. TSI to be invited include Ministries, chambers of commerce, exporters associations; major trade associations; without forgetting foreign trade related institutions based in Indonesia (World Bank; Foreign trade offices in JK)</p> <p>- The external trade support network of Indonesia Description of the present of the existing FTR networks of the country (embassies, consulates, trade offices, etc), with an analysis of the challenges they have to meet.</p> <p>- FTR client specialization: who are and who should be the users of the FTR network of Indonesia? What is the present reality, and what should be changed?</p>	<p>- ITC/TSISS: FTR Programme</p> <p>- Speakers from various TSIs in the country</p> <p>- Supervisors of the FTR networks of Indonesia: a) MoT b) MFA</p> <p>- ITC/TSISS: FTR Programme</p>	<p>Ppt on essential networks for FTR.</p> <p>Ppt on client specialization</p>

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	<p style="text-align: center;">Week 2</p> <p style="text-align: center;"><u>STRATEGIES</u></p> <p style="text-align: center;">“Setting priorities for the work of the FTR Network”</p>	<p>- Indonesia’s National Export Strategy What is the present export strategy of the Government of Indonesia: which are the priorities in terms of products, services and markets? Which targets have been set, and which mechanisms are in place to achieve these targets?</p> <p>- Indonesia’s priority export products Products with export potential; products for which particular export incentives are available; various sessions and presentations by NAFED specialists, and by representatives of sector specific trade associations</p> <p>- Indonesia’s priority markets Products with export potential; products for which particular export incentives are available; various sessions and presentations by NAFED specialists, and by representatives of sector specific trade associations</p> <p>- Indonesia’s priority services for export Services with export potential; services for which export incentives are available; various sessions and presentations by NAFED specialists, and by representatives of sector specific trade associations</p> <p>- Market selection techniques: Possible criteria for selecting markets; methodologies for market selection</p> <p>- Conclusions: Role, priorities and limitations of Foreign Trade Representatives</p>	<p>- Ministry of Trade - NAFED</p> <p>- NAFED product specialists - Sector specific trade associations</p> <p>- NAFED market specialists - Trade attaches posted in the markets</p> <p>- NAFED - Service associations</p> <p>- ITC/TIS or MAR</p> <p>- ITC/TSISS: FTR Programme</p>	<p>- ITC MAR guides</p> <p>- ppt</p>	

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	<p style="text-align: center;">Week 3</p> <p style="text-align: center;"><u>FTR SERVICES</u></p> <p style="text-align: center;">“Delivering relevant services to priority users”</p>	<ul style="list-style-type: none"> - TSI Services: Presentation of the range of services usually delivered by Trade Support Institutions - Comparative advantages of FTR: assets of FTR posted abroad over headquarter staff and services - Market Intelligence Services: quantitative and qualitative trade information ; services which FTR are best placed to offer - Export Development Services: how to make SMEs export ready; how can FTR contribute to export development? - Trade Promotion Services: promoting Indonesia’s products, services, turism, and country image - Investment Promotion Services: how can FTR help attract overseas investment - Facilitation Services: participation in trade negotiations; market access; lobbying; offering logistical facilities to exporters; etc. - Conclusion:selection of services for which FTR have a clear comparative advantage 	<ul style="list-style-type: none"> - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - NAFED specialists ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme 	<ul style="list-style-type: none"> - List of TSI services updated by the TS Section - Ppt on comparative advantages of FTR 	

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	<p style="text-align: center;">Week 4</p> <p><u>MARKET INTELLIGENCE</u></p> <p style="text-align: center;">“Exploring international trade information sources and preparing market profiles”</p>	<ul style="list-style-type: none"> - Trade information management: how to convert data into services for exporters. - Quantitative trade intelligence: major sources and resources - Qualitative trade intelligence: major sources and resources, and comparative advantages of FTR offices - Web export itinerary: online exploration of major trade information sources available from the Internet - Market selection: how to identify market niches and promising market segments - Preparation of market briefs: how to prepare product specific market profiles (detailed exercise throughout the week, using ITC’s methodology). - Web collaboration and social networking tools: using web collaboration tools for trade intelligence - Conclusion: comparative advantages and respective roles of field staff and headquarter staff in the provision of trade intelligence 	<ul style="list-style-type: none"> - ITC/TIS: Trade Information Section - ITC/TIS: Trade Information Section - ITC/TIS: Trade Information Section - ITC/TIS: Trade Information Section - ITC/TIS: Trade Information Section - ITC/TIS: Trade Information Section - ITC/TIS: Trade Information Section 	<p>Materials designed and updated by the TIS and the MAR Sections of ITC: guides, training kits, Presentations, exercises, etc</p>	

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	<p style="text-align: center;">Week 5</p> <p style="text-align: center;"><u>TRADE AND INVESTMENT PROMOTION</u></p> <p style="text-align: center;">“Facilitating events for trade promotion and investment attraction”</p>	<ul style="list-style-type: none"> - Review of trade promotion services potentially delivered by foreign trade representatives Comparative review of trade promotion techniques, with their respective advantages and limitations - Review of investment attraction options Best practices in foreign investment attraction - How to maximize trade fair participation - How to organize successful exporters mission - How to organize successful buyers missions - How to organize buyer-seller’s meetings and other matchmaking events - Good practices in web promotion - Good practices in electronic commerce 	<ul style="list-style-type: none"> - ITC/TSISS: FTR Programme - UNCTAD Investment facilitation unit - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/EC Section - Local companies - ITC/EC Section - Unctad electronic commerce unit, - local companies 	<ul style="list-style-type: none"> - List and ppt on FTR services See materials prepared by the “business generation team” of the TS Section

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	<p style="text-align: center;">Week 6</p> <p style="text-align: center;"><u>TRADE AGREEMENTS AND MARKET ACCESS</u></p> <p style="text-align: center;">“Helping exporters benefit from trade agreements and better understand market access requirements”</p>	<ul style="list-style-type: none"> - Status and review of Trade Agreements signed by Indonesia Review of all the trade agreements signed so far by Indonesia with major trade partners. Expected benefits / actual benefits - How can the Indonesian business sector benefit from the trade agreements signed by the Indonesian Government How can the private sector best benefit from the opportunities created by trade agreements - The Multilateral Trading System (MTS) Presentation of the WTO agreements and their implications for WTO member countries - Presentations by major partner countries on opportunities created by bilateral agreements Illustrative examples of the observed benefits of trade agreements for Indonesian companies - Understanding market access Review of Non Tariff Measures (NTM) and other market access barriers; presentation of ITC’s programme on NTM 	<ul style="list-style-type: none"> - Ministry of Trade - ITC’s “MAR” Section - ITC “Trade in Policy” Section - WTO (Mr. S. Marchese) - Foreign trade offices and embassies based in Indonesia - ITC “MAR” Section 	<p>See materials produced by the Trade in Policy Section of ITC</p>

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	<p style="text-align: center;">Week 7</p> <p style="text-align: center;"><u>MANAGEMENT</u></p> <p style="text-align: center;">“Applying sound management practices and using appropriate tools for the daily work of FTR”</p>	<ul style="list-style-type: none"> - Resources: review of the main categories of resources that are needed by FTR (Human/ Financial/ Information/ Infrastructure/ Alliances & Networks) - Human resource management: skills and qualification required by FTR; review of training requirements; identification of training opportunities - Financial management: what are the costs involved in maintaining a Foreign Trade Representation office? - Sound information management by FTR: which sources of information, which networks and which other resources are critical to FTR - Infrastructure and equipment: which minimum infrastructure and equipment needs to be available for a FTR to operate smoothly: offices/ furniture/ equipment/ communications/ software - Alliances and networks: networks of institutions and people of particular relevance to the daily work of FTR - Daily working tools: Formats, templates, checklists and tools that can facilitate the daily work of FTR - Communication systems: Information systems and communication platforms of relevance to FTR networks - CRM - How to keep in touch with users and share client information with the trade support network of the country. 	<ul style="list-style-type: none"> - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme - ITC/TSISS: FTR Programme 	<p>ITC has a wide choice of cases and examples of tools that can support each session.</p>	

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	<p style="text-align: center;">Week 8</p> <p style="text-align: center;"><u>MONITORING</u></p> <p style="text-align: center;">“Reporting, monitoring and evaluating FTR performance”</p>	<p>- What is the meaning of “success” for FTR? Review of possible success criteria for a network of FTR, and for individual trade representatives; which targets can be set? Which indicators can be used? Which measures can be used? How to evaluate performance against set targets?</p> <p>- Reporting practices in Indonesia’s foreign trade service Presentation of present reporting practices in use with foreign trade representatives: nature and frequency of FTR reports; which usage is made of these reports? How useful and necessary are they?</p> <p>- Monitoring and reporting practices in other institutions Presentation by various institutions - including some foreign institutions based in Indonesia - on their monitoring and reporting practices.</p> <p>- Conclusion: redefining success criteria for FTR After reviewing monitoring, reporting and evaluation options, which set of monitoring criteria and corresponding measures should be envisaged for the Indonesian FTR network.</p>	<p>- ITC/TSISS: FTR Programme</p> <p>- NAFED and MFA</p> <p>- Representatives of foreign trade offices and embassies based in Jakarta</p> <p>- ITC/TSISS: FTR Programme</p>	<p>- ppt</p>	