



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

Developing international business intelligence is one of the most important things a small or medium-sized enterprise (SME) can do to drive their export plans and growth. Through practical and comprehensive international business training, government officials are building their competence to support Indonesian SMEs to succeed in global markets.

The Forum for International Trade Training (FITT) was asked to provide FITTskills international business training to employees of IETC, a unit of the Indonesian Ministry of Trade, Directorate General of National Export Development (DGNEDE). The training took place over two consecutive weeks in Jakarta, Indonesia, November 23–27 and November 30–December 4, 2015, and was delivered by Mr. Leroy Lowe. The courses delivered were FITTskills: Global Business Environment and FITTskills: Global Supply Chain Management.

The ten participants selected for the FITTskills trainings were Indonesian government employees who provide business coaching to Indonesian SMEs. These participants all received practical and comprehensive international business training that will enhance the support they provide to Indonesian SMEs.

FITTskills Global Business Environment Training

The first training session, held November 23–27, 2015, focused on the Global Business Environment course. Participants learned about the context in which international trade takes place, and the



Participants listen as Leroy Lowe conducts the first FITTskills training.

opportunities and challenges it represents for business. Topics addressed during this training session included:

- the current and future global business environment from both a national and global perspective, covering topics such as a code of conduct for international trade professionals, human rights, ethical practices, diversity in the workplace, and the natural environment;
- how cultural aspects of business affect international trade and how to build strong, lasting global business relationships;
- the key elements of the international business process to help prepare firms to go global;
- how to initiate a strategic plan to incorporate the key elements of the international business



process, including market research, market entry, financing, legal aspects, logistics, documentation, and transportation;

- how e-marketing and e-commerce have shaped, and continue to shape, the world of business, and how firms can implement them into their international business plans.

"This training helped me quite a bit, especially in my work developing curriculum training for SMEs and updating training materials. I got to broaden my knowledge related to SMEs' development outside of Indonesia, which enriched my perspective."

—JUNIANTO

Quality Management Analyst, Indonesia Export Training Center, Ministry of Trade Republic of Indonesia

In completing the training, participants are now able to:

- understand the current and future global business environment from global and national perspectives;
- recognize the new competencies required in the 21st-century business environment and understand what it will take to master them;
- initiate a framework for a strategic plan to incorporate key elements of the international business process, including market research, market entry, financing, legal aspects, logistics, documentation, and transportation.

FITTskills Global Supply Chain Management Training

The second training session, held November 30–December 4, 2015, focused on the Global Supply Chain Management course. This course helped



Leroy Lowe and the ten FITTskills participants.

participants understand what supply chains are, how they are set up, and how firms can maintain production, inventory, delivery, and returns with the most efficiency in order to minimize risks and maximize customer satisfaction.

The content for this course provided the participants with insight into global supply chain activities including:

- production and inventory management processes
- regulatory and security requirements
- key elements of a logistics plan and how it impacts the business plan
- the advantages and disadvantages of various transport modes
- the roles and value of outside service providers in a supply chain strategy, order processing, inventory management, and other points of interest.

In completing the training, participants are now able to:

1. identify the stages of a global supply chain;
2. develop a well-planned supply chain management strategy to enhance a company's competitiveness;
3. define the standard trade terminology used in international transactions;
4. identify the main types of documentation used in international trade transaction;
5. manage production, inventory, delivery, and returns efficiently to meet international demands and to reduce a company's risk;
6. select methods to enhance supply chain performance and efficiency.

Training Approach

Some emphasis was placed on basic concepts in order to accommodate the varying levels of exporting expertise among the trainees, but select higher level concepts were introduced as well. Additionally, regular periods were set aside each day to address individual questions.

Participants were also asked daily to identify what was working and not working with the training, and what more they would like to focus on. The instructor then incorporated this feedback into the delivery of the training.



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. Time was also allocated each day to allow students to work on case studies in smaller groups. This provided participants with the opportunity to engage with their peers through other activities, and in their own language.

Participant Feedback

In the feedback questionnaire, all ten participants reported that their skills and understanding of the subject matter improved either significantly (55 per cent) or to some extent (45 per cent). They indicated that they intend to use the new knowledge to improve their own work and/or that of their department. All participants rated the two courses as either very good or excellent. In addition, all participants stated that they would recommend the courses to their colleagues.

About FITT Canada

FITT Canada is a not-for-profit organization dedicated to providing international business training, resources, and professional certification to individuals and businesses.

FITT offers the only international business training programs and related professional designation (CITP®|FIBP®) endorsed by the World Trade Centers Association and the Canadian government. FITT international business training solutions have become the standard of excellence for global trade professionals across Canada and around the world.

The mission of FITT is to build the proficiency—knowledge, skills, and abilities—of people, businesses, and organizations to access global markets, reduce and manage the risks of integrative trade, and enable profitable competition.

Conclusion

The key take-aways from the training sessions will allow these business coaches to help SMEs reduce their risks and increase their business opportunities abroad. Learning from these training sessions also

allows the coaches to enhance their understanding of what supply chains are, how they're set up, and how SMEs can continually maintain their company's production, inventory, delivery, and returns with the most efficiency. This helps the coaches support SMEs in minimizing their company's risks and maximizing their customers' satisfaction. By building their international business competencies, these participants are in turn helping to strengthen the involvement of Indonesian SMEs in trade and investment, which will help to 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.

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;



Celebrating the conclusion of a successful training with participants from IETC.

- 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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