

## Training “Introduction to Researching and Analysing Export Markets”

Ljubjana, Slovenia  
18-19 and 20-21 October 2010

### INDICATIVE AGENDA

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#### **Group I** **18 October 2010**

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##### **Morning Session**

9:00 – 13:00

**Welcome and Overview**

**Presentation: Export Market Analysis Methodology– assess export potential and positioning of the product**

Coffee Break

**Presentation: Using Trade Map – a tool for trade flow analysis**

***Practical session with Trade Map: analyzing world demand/supply and assessing export performance***

13:00 – 14:00

**Lunch Break**

##### **Afternoon Session**

14:00 – 18:00

***Practical session with Trade Map: identifying attractive markets for specific products***

**Presentation: Using Market Access Map – a tool to identify market access conditions**

Coffee Break

***Practical session with Market Access Map: analyzing tariff***

#### **19 October 2010**

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##### **Morning Session**

9:00 – 13:00

***Practical Session with Market Access Map: identifying tariff advantage in attractive markets***

Coffee Break

**Presentation: Understanding a target market - using other trade information to deepen analysis of product / market opportunities**

13:00 – 14:00

**Lunch Break**

##### **Afternoon Session**

14:00 – 18:00

***Practical session: preparation of a short report about the opportunity for a product in a particular export market***

Coffee Break

**Group presentations of short reports  
Discussion, Summary and Conclusions  
Ceremony of certificates**

**Group II**  
**20 October 2010**

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**Morning Session**

9:00 – 13:00

**Welcome and Overview**

**Presentation: Export Market Analysis Methodology– assess export potential and positioning of the product**

Coffee Break

**Presentation: Using Trade Map – a tool for trade flow analysis**

***Practical session with Trade Map: analyzing world demand/supply and assessing export performance***

13:00 – 14:00

Lunch Break

**Afternoon Session**

14:00 – 18:00

***Practical session with Trade Map: identifying attractive markets for specific products***

**Presentation: Using Market Access Map – a tool to identify market access conditions**

Coffee Break

***Practical session with Market Access Map: analyzing tariff***

**21 October 2010**

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**Morning Session**

9:30 – 13:00

***Practical Session with Market Access Map: identifying tariff advantage in attractive markets***

Coffee Break

**Presentation: Understanding a target market - using other trade information to deepen analysis of product / market opportunities**

13:00 – 14:00

Lunch Break

**Afternoon Session**

14:00 – 18:00

***Practical session: preparation of a short report about the opportunity for a product in a particular export market***

Coffee Break

**Group presentations of short reports  
Discussion, Summary and Conclusions  
Ceremony of certificates**