



# **„BRIDGES OF TRADE”**

## **BSB-861**

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ENI

## **D.T1.4.2- „ICT training tool”**

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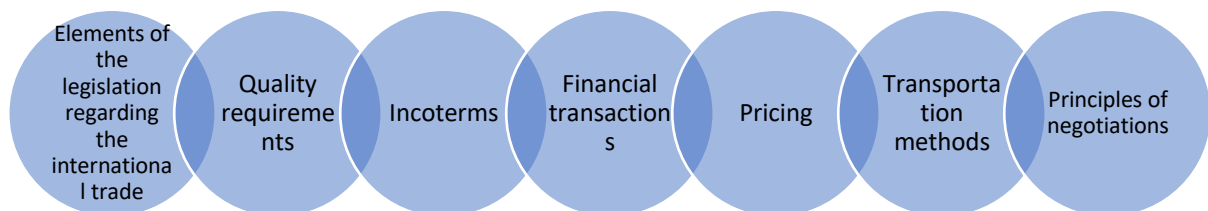
## Introduction

ICT tools have become integral to society, influencing how people live, work, learn, communicate, and collaborate. They continue to shape the way we interact with information and technology, driving innovation and transformation across various sectors. The continued development of ICT tools and technologies offers a wide range of opportunities and benefits across nearly every aspect of modern life.

Using ICT tools in an international trade course offers a wide range of benefits that enhance the learning experience and prepare participants for the complexities of global commerce.

In the framework of „BRIDGES OF TRADE” BSB-861 project, the 5 partners involved, Municipality of Nestos, Association of Cross-border Cooperation "Lower Danube Euroregion", Chamber of Commerce and Industry of the Republic of Armenia, City Hall of Bălți Municipality, Çatalca District Governorate organised a 20-hour training course for beneficiaries from the agricultural and connected sectors.

Some of topics covered are presented below, but many more were approached in the annexes attached.



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Following the physical courses that took place in each one of the targeted countries, the training materials were consolidated and digitized in order to be available to any interested party.

This handout contains information on the various topics addressed in the courses, supplemented by annexes that provide additional, detailed information on the internationalisation of commerce.

### **LB- Municipality of Nestos (Greece)**

- **Introduction to the International Trade**

An effort to answer some first questions regarding international trade. Terms of International Trade, reasons that helped the development of International Trade, what are the benefits and the problems that occurred from International Trade, what is the meaning of “laissez-faire”. Then a historic analysis was considered as crucial in order to give a general view of the start of International Trade. Mentioning, GATT and how GATT was replaced by World Trade Organization.

Moving forward there was a reference to general subjects of economic theory, like the factors of production, the general economic problem, the economic cycle and more.

Furthermore, there was an introduction in how Greece is cooperating in international trade. General characteristics of Greek commerce were discussed alongside with SWOT analysis in the Greek production & the external motives of exporting.

After that, there was a very detailed discussion regarding some questions that occur when it comes to Greek commerce. In this part there were answers to questions like, where to export, when to export, why to export, how to export. It was considered crucial to make a market analysis on where to export, during this session. Additionally, SWOT analysis in the fields of trade and international commerce were also a part of the 1<sup>st</sup> presentation.

Moreover, in this part of the presentation there was a brief reference to the systems that assist better coordination of products.

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Moving forward there was a detailed analysis around fields of exporting strategies and trade strategies, alongside with analysis on the International Communication Mix and the tools that are important for international marketing.

Additionally, there was a brief analysis on consumer behavior, digital marketing and the 6 models regarding how to export. Questions were also answered like, how to promote negotiation skills, what are the negotiating styles and procedures, what is the legislation that frames international trade procedures.

And lastly, there was an analysis regarding INCOTERMS and payments on International Commerce, trade financial instruments, global transactions, and exporting business plan.

- **2<sup>nd</sup> Introduction on exporting, standardization procedures, management of exports**

Briefing on the main questions that need to be answered in terms of which are the ten questions that need to be examined before moving forward with international trade.

Details on how to develop an exporting plan and marketing plan.

Analysis on the procedure that need to be followed in terms of developing an exporting marketing plan. Goals of marketing plan.

Also, the presentation includes a briefing on networking, and mainly international networking possibilities, as well as INCOTERMS, Plan for the development of exporting development and strategies.

- **3<sup>rd</sup> Quality System Standards, International, European and National Standards**

Standard Systems are created by national, European or other supranational bodies.

Such (national) bodies in Greece are the Organization for the Certification and Supervision of Agricultural Products (OPEGEP / Agrocert) and the Hellenic Organization for Standardization (ELOT).

At European level, it is the European Foundation of Quality Management (EFQM) and the European Standardization Committee (CEN).

Globally it is the International Standardization Organization (ISO) and the International Electrotechnical Commission (IEC).

European standards

A. EMAS (European Eco Management & Audit Scheme)

B. Products of Protected Designation of Origin (PDO - Regulation 510/2006)

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C. Products of Protected Geographical Indication (PGI/Regulation 510/2006)

D. Traditional Products Guaranteed (TSG/Regulation 509/2006)

E. Organic products (Reg. 2092/1991, 1991/2006, 834/2007, 123/2008)

E1. Organic products of plant origin

E2. Organic products of animal origin

G. Wines with a controlled designation of origin (ELD) and a Designation of Origin of Superior Quality (OPAP)

H. Eurepgap (Euro-Retail Produce Working Group and Good Agricultural Practices, σήμερα ως GLOBALGAP)

Due to the spread of the adoption of the protocol in transactions between traders and suppliers worldwide (America, Africa, Australia, Asia) since September 2007 EUREPGAP has been renamed GLOBALGAP.

International Standards

A. ISO 9001:2008

B. Codex Alimentarius

C. The HACCP (Hazard Analysis Critical Control Points) food safety system  
Analysis of the 7 principles of HACCP

D. The BRC standard

It is a private global technical standard of evaluation and certification for all kinds of production, processing, standardization and distribution of branded retail food.

E. International Food Standard (IFS)

In 2002, in order to create a common food safety standard, members of HDE - Main Association of German Retail Trade, the French FCD - Fédération des Entreprises du Commerce et de la Distribution as well as the Italian Retail Associations CONAD, COOP and Federdistribuzione, drew up a standard of quality and food safety for their own brands, the so-called International Food Standard.

Z. Quality Food (SQF)

SQF aims to ensure quality from a comprehensive supply chain approach

H. The Tesco Nature Choise (TNC) standard

The predominantly UK-based supermarket chain Tesco has developed and implemented the Nature Choise standard since 1991.

K. The QS (Quality and Safety for food) standard (Quality and Safety for food)

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- I. The need to create the ISO 22000:2005 system
- L. Environmental Management System ISO 14001:2004
- M. Good Practices

## **Partner 2- Association of Cross-border Cooperation "Lower Danube Euroregion" (Romania)**

The training in Romania took place over several days with a total of 20 hours. The general objective was the accumulation of knowledge regarding the theoretical foundations of trade international and developing the ability to analyze economic forces responsible for the way it unfolds.

The specific objectives:

- acquiring the concepts used in the international economy;
- knowledge and understanding of the evolution of international trade in the relationship with the dynamics of the economy at national, regional and global level;
- knowledge of criteria with normative and explanatory value of substantiation of different types of international specialization;
- knowledge of the theories that explain the different forms of trade international;
- understanding the link between endowment with production factors, location production and international trade;
- understanding the implications of competition, economies of scale and transport costs for international trade patterns;
- the use and adaptation of theoretical models to the reality of exchanges international.

### **Accumulated specific skills**

- **Professional skills**
- Description of concepts, theories and techniques used in the analysis of business environments;

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- Explaining the concepts, theories and techniques used in the analysis of business environments;
- Application of concepts, theories and techniques used in the analysis of business environments;
- Evaluation of factors, processes and solutions that influence contracting and business development international;

Designing variants of the development of international business.

- **Transversal skills**

- Application of the principles, norms and values of professional ethics in the framework of one's own strategy rigorous, efficient and responsible work;
- Identifying roles and responsibilities in a multispecialized team and applying techniques of communication and effective work within the team.

The training consisted in five modules:

**Unit I. Elements of the legislation regarding the international trade;** - 4 hours (2 hours presentation+2 hours discussions and applications)

**Unit II. Quality requirements, Incoterms.** - (2 hours presentation+2 hours discussions and applications)

**Unit III. - Financial transactions, Pricing** ((2 hours presentation+2 hours discussions and applications)

**Unit IV. - Transportation methods** (2 hours presentation+2 hours discussions and applications)

**Unit V. .- Principles of negotiations** (2 hours presentation+2 hours discussions and applications)

The teaching methods used were:

- Presentation: description, explanation, dialogue lecture, lectures with opponents, team lectures.
- Training materials in PPT format
- The conversation: the heuristic conversation, the debate, the dialogue, conversations to fix and consolidate knowledge, systematization and synthesis conversations, application conversations.
- Problematization: the use of problem-questions, problems and problem-situations.

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- Discovery: creative, documentary discovery, experimental discovery, directed and independent rediscovery.

### **Partner 3 Chamber of Commerce and Industry of the Republic of Armenia (Republic of Armenia)**

The purpose of the 2-day training held in Erevan, Armenia was to increase the knowledge of representatives of exporting organizations on EU export procedures and requirements for products of local origin. During the training multiple topics were approached such as:

- „ **How to start?**” which **purpose** was to introduce entrepreneurs, especially beginners, to the basic steps that need to be taken before starting to export.

#### **Content/Method**

- The event begins with the introduction of the participants. Participants present themselves, their organizations and their export experience.

- Then the main steps of export implementation are presented, which will also be the main topics of the course.

- At this stage, statistics related to EU-Armenia foreign trade, especially agricultural products, will be presented.

- „ **Business, strategic planning and export**”

**Purpose:** Before starting to export, entrepreneurs should carry out business planning, including a number of strategic export steps that will be aimed at ensuring future success. The most important of the steps is to develop a marketing strategy aimed at the export process. Key terms and concepts will be introduced.

#### **Content/Method**

- Why is an export-oriented marketing strategy necessary?
- What are the main provisions of the strategy and concepts?
- Basic principles of strategy implementation
- Marking and branding (EU marking requirements)
- How to find information on exhibitions, forums (online sources)?

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- „Quality and certification”

**Purpose:** To present to organizations how they can be more competitive, have quality products and have great export opportunities if their products meet the requirements of international standards.

**Content/Method**

- Quality management systems (ISO, HACCP, FSSC 22000, GLOBAL G.A.P.)
- Traceability
- Certification
- Audit

- „Export of EU agricultural products procedures”

**Purpose:** To present to the exporters the procedures, nuances, sequence of required steps for exporting agricultural products to the EU.

**Content/Method**

- Features of Armenian agricultural products
- Exported agricultural products to the EU procedures
- Sequence of required steps.

- „Problems related to exported agricultural products (exercise)”

**Purpose:** Highlighting and classifying the problems encountered by businessmen when exporting agricultural products to the EU.

**Content/Method**

The exercise will be carried out using specially developed cards. The participants will be presented with the nature of the task, the order of filling in the cards and the purpose.

All participants who are familiar with the export of agricultural products from Armenia to the EU can participate sanitary and phytosanitary problems.

- „Customs procedures”

**Purpose:** To present to the participants the documentary and procedural nuances related to export.

**Content/Method**

- Export legislation
- Documents required during export
- Incoterms

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- Export insurance.

- „How to find information?”

**Purpose:** Introduce the participants to the sources from which they can find other necessary information.

#### **Content/Method**

- State support programs for export promotion
- Online platforms for EU export information

- „How to find partners in the international market?”

**Purpose:** To introduce the participants to the skills and possibilities of negotiating and finding international partners.

#### **Content/Method**

- Negotiation skills
- Existing opportunities to find partners in Armenia (Enterprise Europe Network, chambers of commerce and industry, etc.).

### **Partner 4 City Hall of Bălți Municipality (Republic of Moldova)**

On the first day the theme "Internationalization of Business" was addressed and focused on the strategies, challenges, and processes involved in expanding businesses beyond domestic borders to enter international markets. Internationalization involves a range of considerations, from market research and entry modes to cultural adaptation and global operations.

- **Internationalization of Moldavian products**
  - Roadmap for business internationalization
  - Important labelling issues
  - Useful tips from Diana Rotari (founder of Label Origin Taste)
  - Question and answer session
- **B2B presentations - a tool for sustainable partnerships**
  - Business and product presentation to business partners
  - Types of presentation. Presentation skills and techniques
  - Group activity / Case study
  - Question and answer session

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Successfully internationalizing a business requires a thorough understanding of these subtopics and concepts. It involves strategic planning, adaptability, and a global mindset to navigate the complexities of diverse markets and achieve sustainable growth on an international scale.

On the second day the topic "B2B Sales and Negotiation Principles" focused on the strategies, techniques, and principles involved in conducting business-to-business (B2B) sales and negotiations. B2B sales involve selling products or services from one business to another, and effective negotiation is crucial for reaching mutually beneficial agreements. The subtopics studied were:

- **Sales strategy**
  - Sales handout
  - Sales objectives, strategies and tactics
  - Processes and work steps in proactive selling
  - Group activity / Case study
  - Question and answer session
- **Negotiations in business**
  - Models of negotiations in business. Types of negotiators
  - Power vectors in negotiations
  - Formula for success in negotiations
  - Group activity / Case study
  - Question and answer session

Mastering B2B sales and negotiation principles is essential for professionals involved in business interactions, as it empowers them to create value, build strong relationships, and achieve mutually beneficial outcomes in the complex world of B2B commerce.

On the third day of the training, "International Transactions: Financial and Legal Aspects" topic was approached. This is a comprehensive topic that covers the complexities of conducting business across borders. This topic involves understanding the financial and legal considerations that arise when engaging in international trade and commerce. Here's an overview of key subtopics and concepts within this area:

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- **International transactions and financing instruments**

- Corporate finance and financing instruments

- Financing international transactions. Documentary credit, letter of guarantee, documentary incasso.

- Group activity / Case study

- Question and answer session

- **International trade legislation**

- Elements of international trade law

- Quality requirements

- Incoterms

- Group activity / Case study

- Question and answer session

Understanding the financial and legal aspects of international transactions is crucial for businesses engaging in cross-border trade. It involves navigating a complex landscape of regulations, agreements, and financial considerations to ensure successful and compliant international operations.

## **Partner 5 Çatalca District Governorate (Turkey)**

During the 2 days of the training held in Çatalca District Governorate several topics of interest to beneficiaries were addressed such as:

- **Food licensing and Certification processes**

The theme of "Food Licensing and Certification Processes" focuses on the regulatory requirements, standards, and procedures that food producers, manufacturers, and distributors must adhere to in order to ensure food safety, quality, and compliance with industry regulations. This theme is crucial in maintaining consumer trust, protecting public health, and facilitating the safe trade of food products.

- **Export procedures** refer to the series of steps and processes involved in preparing, executing, and completing the export of goods or services from one country to another. These procedures ensure compliance with international trade regulations, secure the

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movement of goods, and facilitate a smooth transaction between the exporter and importer.

### **-Import procedures**

This topic has great importance because successfully navigating import procedures requires careful coordination, compliance with regulations, and effective communication with suppliers, customs authorities, and logistics partners. Proper execution of these procedures ensures that goods are imported legally, meet quality standards, and contribute to the efficient movement of international trade.

- **Custom procedures** are the formal processes and requirements set by a country's customs authorities for the import, export, and movement of goods across its borders. These procedures ensure that goods are correctly classified, valued, and documented for regulatory, security, and economic purposes.

### **- Shipping and International payment procedures and Principles**

Navigating shipping and international payment procedures requires understanding trade regulations, financial systems, and risk management strategies. Successfully executing these procedures ensures the timely delivery of goods and the secure transfer of funds across international borders.

- **Warehouse Services** involve the storage, management, and handling of goods within a controlled facility. Warehouses play a crucial role in supply chain management, providing a secure and organized environment for storing products before they are distributed to customers or other parts of the supply chain.

### **- Question and answer session**

## **Conclusion**

By integrating ICT tools into an international trade course, educators can create a dynamic and immersive learning environment that mirrors the realities of global trade. Participants gain practical skills, insights, and exposure that are valuable for succeeding in international business and commerce. The ICT, is also uploaded on the BRIDGES website and will foster cross-border cooperation increasing cross-border trade opportunities for the agricultural and connected products, after the project (sustainability - transferability).

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