

# ATIFTAP – Excellence in partnering

*Partner hub in Asia-Pacific region widely applies EMD methodologies in training and counselling activities to take it from strength to strength.*



Training of trainers, enterprise level diagnostic and counselling services, global business conference, supporting the improvement of management and e-competence of firms in Philippines, and in the region, are among the activities EMD's partner agency ATIFTAP has undertaken.

Since 1995, Association of Training Institutions of Foreign Trade in Asia and Pacific (ATIFTAP) trainers and consultants have worked in close cooperation with partner agencies in the country, regionally, and with EMDS to advocate, research, and undertake extensive work to improve the management competencies of enterprises.

## **Propagating skills and competence**

Following the first EMD intervention in 2000-2001, the initial and subsequent batches of trained trainers have not only ingrained the methodologies, tools, from the programme, but have also progressed further to continually upgrade themselves with new EMD tools. ATIFTAP housed the methodologies, tools and reference materials and has very successfully applied the methods and tools that we conveyed to them during training workshops not only in the Philippines, but also in Cambodia, China, Dem. People's Rep of Korea, Laos, and Viet Nam. Therefore the competencies and skills of trained trainers proved useful in numerous follow on projects that benefited from a ready pool of trainers.

Currently, ATIFTAP has developed at least five master trainers, 36 advisers and more than 50 associates. The local

## **Strength in numbers**

In the year 2007 itself they organized and conducted 8 different events ranging from presentations of best practice cases and training of trainers with hand on sessions on diagnostic and planning tools (Compass, and Snapshot), to Market refresher courses in Global Trade and Introductions to Trade in Services. Over 70 SMEs benefited from diagnostic services between May-July 2007.

ATIFTAP has also summoned more than 1,100 students, professors, researchers and business practitioners from 29 institutions at the First Global Business Conference (GBC) held in February 10, 2007.



Leveraging EMD programmes to a maximum, ATIFTAP continues to enrich their partnerships with their international vision, local knowledge, and pragmatic experience.

## 2008 Activities

For the year 2008, ATIFTAP has organized four major projects in the first quarter.

The Second Global Business Conference now grew to 1,400 participants and was graced by distinguished guest speakers and lecturers from these notable institutions: International Trade Center (ITC), Philippine Small and Medium Development Foundation (PHILSMED), Department of Health (DOH), Department of Foreign Affairs (DFA), Center for Culinary Arts Manila (CCA), Profiles Asia, Inc, Hankuk University Foreign Studies (HUFS), De La Salle University-Manila (DLSU) and Trinity University of Asia.



In March 2008, ATIFTAP held a back-to-back training project making use of the materials from the Trade in Services Section of the ITC.

The Training of the Trainers for educators and consultants was conducted on March 11 at the SEIPI Seminar Room at the RCBC Tower II in Makati City. Eighteen participants attended this training from seven academic institutions and training organizations. While a two-day workshop for government officers was held on March 13-14 at the Philippine Trade and Training Center in cooperation with the Philippine Services Coalition (PSC), the Bureau of Small and Medium Enterprise and Development under the Department of Trade and Industry (BSMED-DTI) and Partnership and Advocacy for Competitiveness & Trade (PACT).

With the support and funding of the Pearl2 project, ATIFTAP facilitated the Advanced Marketing Series in Manila and Cebu City, Philippines. The SMEs and Business/Trade Support Organizations gained knowledge in Strategic Marketing, ICT in Market Research and Marketing and in Effective Trade Fair and Trade Mission participation.

## Products and Services

- Global Business Conference
  - Academic Institutions
  - SMEs
  - Business Practitioners
  - Funding Institutions
- Successful Services Exporting
  - SMEs
  - Business/Trade Support Organizations
  - Government Officials
- Business Management System (with software-aided diagnostics and planning tool in marketing & production)
- Exporting 101, Marketing 101
- Going Global Series (based on the 6 FITT modules)
- Advanced Marketing Series
  - Strategic Marketing
  - ICT in Marketing
  - Effective Participation in Trade Fairs and Trade Missions
- Research and reference materials from ITC

