



IN COLLABORATION WITH



Seizing Trade Opportunities in an Uncertain World

Trade continues to dominate news headlines, with changes taking place daily. The complexity can seem overwhelming to companies trying to make sense of what seems like a suddenly threatening environment.

Firms that understand the new global and regional landscape are better prepared and positioned to find new opportunities for growth.

This one-day workshop will help prepare you better to seize these prospects to find new markets or exploit existing networks.

WHO SHOULD ATTEND:

CEO, COO, Director of Business Development, Director of Supply Chain and Logistics, Business Owners of SMEs and all key decision makers who are involved in ASEAN, Asia, global expansion, internationalisation strategies and planning.

WORKSHOP DETAILS

Date: 1 August 2019

Time: 8.30am to 5.30pm

Venue: Singapore (TBC)

FEES AND PAYMENT

PARTICIPANT CATEGORY	FEES/HEAD
Standard	S\$1,000
Early Bird	S\$800
Group registration (min 10 pax)	S\$700
ABTA members (Gold)	First two tickets free; The next two tickets at S\$600/each
ABTA members (Silver)	First ticket free; The next two tickets at S\$600/each
ABTA members (General)	The first two tickets at S\$700/each
NTUC members	S\$600
AMTC members in Singapore who qualify for SkillsFuture program	S\$500
AMTC members who are based outside Singapore	S\$200

**Prices are inclusive of GST. Payments need to be made within seven days from registration day.*

TRAINERS

Dr. Deborah Elms
Executive Director, Asian Trade Centre

Dr. Raymon Krishnan
Director, Asian Trade Centre

WORKSHOP OBJECTIVES:

After attending this workshop, you will:

- Have a better understanding of how the global trading system affects your business;
- See how regional trade arrangements fit within the global system;
- Appreciate how and why trade news continues to dominate the headlines;
- Grasp how you can take advantage of existing trade arrangements in the region to capture new business opportunities that are often unavailable to your competitors;
- Decode common technical terms and jargon that are important for running your business smoothly;
- Learn from case studies of firms taking advantage of trade agreements like ASEAN, the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), and others;
- Build-in the use of trade agreements and FTAs as a component for your internationalisation plan, strategies and other strategic planning decisions; and
- Identify the relationships between FTAs and other parts of a business such as supply chain, logistics, revenue, and costs.