

SME Competitiveness Facility SCF

**MAKING THE MOST OF TRADE FAIRS
Bagamoyo, February 20th- 23rd 2006**

**Training Opportunity
for
Business Development Service Providers and
Association Representatives**

The SME Competitiveness Facility (SCF) is a matching grants opportunity for businesses in Tanzania that wish to develop or increase their ability to trade and export. The SCF aims to support product quality improvement and the meeting of international standards to enable SMEs with potential market development within and outside Tanzania. SCF supports the Government of Tanzania in line with Tanzania's National Strategy for Growth and Reduction of Poverty - Mkukuta. The SCF focus is on business activities that contribute to economic growth, employment creation and the reduction of poverty

Through SCF and Traidcraft Exchange, the course "Making the Most of Trade Fairs," a practical and innovative training programme designed to help BDS providers and association leaders understand and advise on effective trade fair participation, is being held in Tanzania. Developed by Traidcraft Exchange in the UK and implemented in partnership with the SME Competitiveness Facility, the four-day programme focuses on the key topics for success including:

Strategy Planning Participation and Follow Up.

Who is the Training For?

The training is designed for experienced BDS providers with small and medium sized business clients and for association representatives who are engaged, or want to participate in trade fair. Participants should have:

- Experience in providing services to SMEs
- Understanding of sales/marketing
- Ability to assess whether trade fair participation is appropriate for their client
- Experience of participating in (or at minimum) attending a trade fair.

The course is highly participative and provides participants with a course manual and toolkit that you can use with your clients or members.

Venue: Livingstone Club, Bagamoyo

Course fee: Tsh100,000 that includes full board accommodation and all training materials

To apply to participate or for more information contact The Administrator, SME Competitiveness Facility at marketaccess@marketaccess.or.tz or on telephone 0748 547405 or 022 2601501/2



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Carl Bro 
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