

2008

Training on SME Export Consortia Development



International
Training
Centre



A course for designers and managers of export consortia development programmes.

Course Duration and Location:

30th of June– 4th of July 2008

ILO International Training Centre, Turin, Italy

Application deadline:
30th May 2008

Cost of Participation:
1930 Euros

This includes course fees, accomodation, meals and insurance.

Participants will receive a certificate of participation

Application:

contact us by e-mail
m.degiovanni@itcilo.org
or by phone
+ 39 011 693 6318

Background

Obtaining access to export markets is crucial for fostering SME growth and productivity, especially in light of increased globalization and market liberalization. SME in developing countries, however, face many constraints to competing effectively in these markets since they often lack the necessary knowledge and financing, may not meet foreign regulatory requirements, or may produce products in quantities and of a quality that are not adequate for foreign buyers.

consortia. **Export consortia** are voluntary groupings of enterprises, usually in the same or similar business or subsector, with the objective of improving the export readiness and increasing the export volumes of the participants. By combining their knowledge, financial resources and contacts within an export consortium, SME can significantly improve their export potential and reduce the costs and risks involved in penetrating foreign markets.

Most consortia are non-profit entities, and members retain their financial, legal, managerial, and commercial autonomy. So, despite their participation in the export consortia, member firms do not give up any control over their business to others. This is the main difference between consortia and other types of strategic alliances.

Establishing successful consortia is a demanding task. Developing economies often lack experience with consortia promotional programmes. External assistance and capacity building through appropriate training may be critical for developing a sound export consortia programme in a country.

This training course combines the consolidated experience in the field of SME networking and export consortia development of the following organizations: The United Nations Industrial Development Organization (UNIDO), the Italian Federation of Export Consortia (Federexport) and the International Labour Organization (ILO).

For more substantive information please visit the course website:
www.itcilo.org/consortia

Or contact us at:

Fabio Russo (UNIDO): f.russo@unido.org

Lorenzo Papi (Federexport): l.papi@confindustria.it

Merten Sievers (ITCILO): m.sievers@itcilo.org

Course Objective

The objective of this course is to provide practitioners in the field of SME and export promotion with the necessary knowledge and skills to promote export consortia. More specifically upon completion of the course, participants will be able to:

- Organizing awareness campaigns on the benefits of export consortia
- Guiding SME in the grouping process
- Giving advice on critical issues related to the creation and management of export consortia (e.g. organizational structure, legal form, funding, marketing strategy)
- Assessing the impact of export consortia
- Advocating the most appropriate system of incentives and regulatory framework

Course Content:

The course will include the following elements:

- Overview on the different types of export consortia
- Services provided by export consortia
- Steps involved in the creation process
- Organizational structure
- Legal form
- Funding of the consortium
- Challenges to overcome
- Role of private and public support institutions
- Impact assessment for export consortia
- System of incentives and regulatory framework

Methodology:

An action oriented, highly participative approach will be used throughout the training. The course will make use of group planning exercises and real case studies and will provide participants with operational tools for the establishment of export consortia. Participants will also be given the chance to interact with managers of export consortia and representatives of private and public sector institutions supporting export consortia in Italy.

Why attend this course:

Although the benefits of grouping for export are relatively straightforward, achieving them in practice is a demanding task. Due to a lack of knowledge and preparation, attempts to establish export groups among SME often fail. External assistance and capacity building through appropriate training increases the chances for developing a sound export consortia programme.

Participants' Profile

The course is intended for those involved in the establishment and provision of institutional support to export consortia, including representatives from: export promotion agencies, chambers of commerce and industry, SME development agencies, private sector associations, export consultants and policy makers.

Pre-course readings

UNIDO – Federexport (2003),
A guide to Export Consortia, Vienna
www.unido.org/exportconsortia