

PROJECT TRAINING ON TRADE PROMOTION, INTERNATIONAL MARKETING FOR PUBLIC SERVANTS

1. TITLE

The project name is: Training on Trade Promotion, International Marketing for Public Servants.

2. BACKGROUND AND OBJECTIVES

Bolivia is a beneficiary of multiple trade agreements¹, which allow native Bolivian products to be exported and known in those countries with which trade relations are maintained. Nevertheless, it is noteworthy that insufficient use of the agreements as well as the lack of commercial promotion derives in misuse of the commercial instruments with which it is counted.

It is important to consider that at present, the Asian countries are a global trading power. Bolivia looks for solutions that allow a better development of its foreign trade, being thus that the need for commercial training is a basic instrument which will allow us to obtain the necessary tools, as well as experiences that contribute to a better development of the Bolivian trade.

2.1 GENERAL OBJECTIVE

Promote economic and commercial progress of Bolivia through the commercial promotion, developing for it an exporting culture based on the training and specialization of the human resources.

2.2 SPECIFIC OBJECTIVES

- Develop skills in various trade promotion activities.
- Strengthen the capacity in e-commerce.
- Training in use of instruments of commercial intelligence.
- Training in investments attraction.

3. DEADLINES (PROCEDURES OF ELABORATION AND IMPLEMENTATION OF THE PROJECT)

The deadline for the development of the project, it is estimated between October of the current year and October of 2016 (calendar year).

¹ Economic Complementation Agreement No. 22 BOLIVIA - CHILE; Economic Complementation Agreement No. 31 BOLIVIA - MEXICO ; Economic Complementation Agreement No. 36 BOLIVIA - MERCOSUR ; Economic Complementation Agreement No. 47 BOLIVIA - CUBA ; Generalized System of Preferences of the European Union ; Generalized System of Preferences of Canada ; Generalized System of Preferences Japan ; Generalized System of Preferences Norway ; Generalized System of Preferences Switzerland ; Trade Treaty of the peoples - TTP

4. MONITORING Y EVALUATION

For the correct development of the project a planning matrix of monitoring and evaluation has been prepared.

| ACTIVITY | INDICATORS | MEANS OF VERIFICATION | RESPONSABLE | TIMEFRAME | | | |
|-----------------------------|----------------------------------|--------------------------|-----------------------------|-----------|-----|-----|----------|
| | | | | Oct | Nov | Dec | Oct 2016 |
| TRAINING PROGRAM | Number of exporting participants | Commercial training Plan | Trade Promotion Center Unit | X | X | X | X |
| 1. Who are we | Number of exportable products | Trade promotion Plans | | | | | |
| 2. Our Offer | | | | | | | |
| 3. Our products | | | | | | | |
| 4. Our Services | | | | | | | |
| 5. How we sell our products | | | | | | | |
| 6. How we sell our services | | | | | | | |
| 7. How we deliver | | | | | | | |

5. POINT OF CONTACT OF THE PROJECT

The institution in charge of the development of the project is the Ministry of Foreign Affairs, through its Vice-Ministry of Foreign Trade and Integration and its Trade Promotion Center Unit.