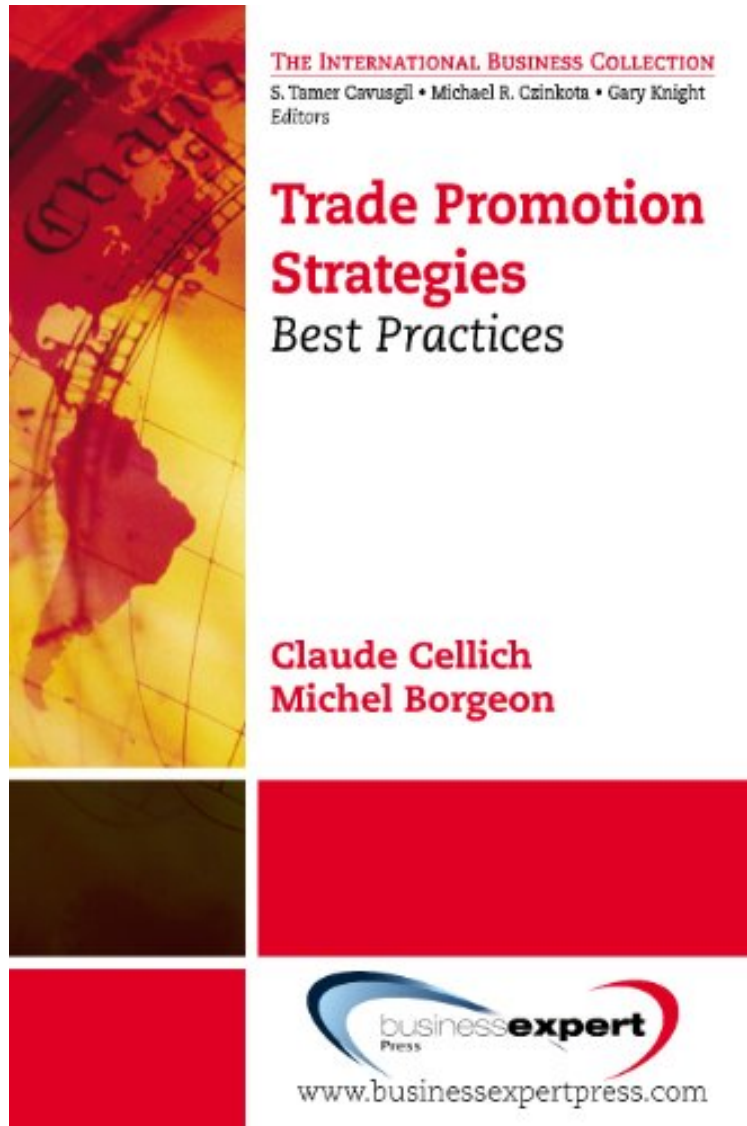


# Trade Promotion Strategies: Best Practices (The International Business Collection)

*Claude Cellich*

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**Claude Cellich : Trade Promotion Strategies: Best Practices (The International Business Collection)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Trade Promotion Strategies: Best Practices (The International Business Collection):

New opportunities are emerging constantly, as part of the globalization process creating new markets, with new

players and challenging current business practices. Creating or exploiting opportunities on an individual basis is not the best practice: it is much more productive (and much less risky) to participate in national Trade Promotion Programs designed and implemented with government assistance. In recent years, Trade Promotion Institutions have developed national strategies and new tools to support the business sector, helping enterprises to find new markets and trade opportunities. What are these national strategies, how are they designed and implemented? Special attention is given to evaluation tools created to assess results and provide justification for investment expenditures. Best practices will be considered and reviewed on the basis of selected countries having introduced innovative national trade promotion programs, such as Finland, Mauritius, Mexico, New Zealand and Singapore.

About the Author Claude Cellich is vice president of external relations at the International University in Geneva, Switzerland and a professor of cross-cultural business negotiations. Prior to joining academia, he held diplomatic positions with the International Trade Centre (ITC), a joint agency of the United Nations and the World Trade Organization (WTO), where he spent several years in India managing export promotion projects. Michel Borgeon Geneva, Switzerland; professor of International Relations and Trade Promotion; International University in Geneva.