

Illustrative Workshop Agenda

Day1

Morning

Welcome and Overview—The Need for Trade Strategy and Market Analysis

Coffee break

How to Use TradeMap and What it Can do for You

Lunch break

Afternoon

Practice Session and Exercises with TradeMap

Coffee break

Practice Session and Exercises with TradeMap (Continuation)

Day2

Morning

Product Map — Business Information for Going Global

Coffee break

Practice Session with Exercises on Market Intelligence

Lunch break

Afternoon

Market Access Map – Making Tariffs More Transparent

Coffee break

Practice Session with Exercises on Market Access

Conclusion