

Global Ambitions Need Global Skills

Get started with FITTskills courses or workshops and enjoy an **exclusive 24% discount with the code Startup24**

**Offer expires December 31, 2024.*



SPECIAL OFFER!

24% OFF

Use code **Startup24** to claim **24% off** any FITTskills course or workshop

Get Started With
Your Exclusive
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Program Partner



Are you an SME looking to expand globally?

FITTskills courses are designed for businesses like yours, providing essential knowledge and tactics to tackle common hurdles and excel in worldwide markets.

Grow your business globally, faster



Learn how to create an international market strategy



Explore how to manage your company's supply chain and logistics



Adapt your products and services to requirements in each target market



Market and sell your goods effectively—anywhere in the world

Is your business ready to expand into international markets? Make sure you know which steps lead to success.

With FITTskills international business training, learn exactly how to grow your SME across borders while avoiding common mistakes. These online courses provide real-world training from the leading international trade training and certification experts, covering all aspects of trade, from market strategies and supply chain to finance and beyond.

Choose from 6 comprehensive FITTskills courses that can each be completed within 20-40 hours, depending on your years of international trade experience. Earn globally recognized credentials upon successful completion.

Why Expand Your Business Beyond Domestic Borders?

The benefits of taking your business beyond domestic boundaries are considerable—and widely known. In fact, "companies that export make 121% more money, grow faster, last longer, are better connected within supply chains, are more resilient to economic downturns, and are more productive, competitive and innovative," according to EDC (Export Development Canada).



- 1 **1st FITTskills course** - Begin FITTskills Program. We recommend you start with *Feasibility of International Trade*.
- 2 **Complete 3 FITTskills courses** - Earn the FITT Certificate in International Trade
- 3 **Complete 6 FITTskills courses** - Earn the FITT Diploma in International Trade
- 4 **CITP Designation** - Apply for the CITP designation to be recognized as a high performer in international trade

CITP Certified
International Trade Professional

Getting started

Whether you're new to international business or experienced in many areas, FITTskills courses and workshops will take your knowledge to the next level. Delivered online, get access to practical expertise anywhere, anytime and as you need it on the job.

FITTskills Online Courses:



Feasibility of International Trade

Is your organization ready to sell internationally? Can you compete in global markets? Learn how to assess new opportunities and determine the right ones for your business, while staying profitable and mitigating risks.

International Market Entry Strategies

This course examines what you need to know and do to ensure the success of new international ventures. You will learn how to develop an international business plan, research and analyze market entry options, and select and implement the most effective strategy for your needs.

Global Value Chain

Learn how to bring your products to customers around the world. This course examines distribution, inventory management, document management, procurement and logistics, so you can minimize costs and risks and maximize your international business potential when exporting and importing goods.

Products & Services for a Global Market

Are your products and services adaptable to meet regulatory, legal, cultural and client requirements in different countries? Learn how product design, packaging, labeling, product testing and service delivery strategies can impact cost, and how to develop strategies for long-term success in any international target market.

International Trade Finance

Minimize your business' exposure to financial risk and learn about the factors that affect your bottom line. This course will teach you how to develop a financial plan, manage cash flow, negotiate payment options and set up contracts to protect yourself in situations of non-payment and other financial risk.

International Sales & Marketing

Build a strong international brand for your company by learning how to develop effective sales and marketing strategies. This course will help you build a high demand for your product, create strong relationships with your customers, and learn about the considerations an organization must make when promoting or selling products and services beyond domestic borders.

Here's what others are saying about the EDC-FITT training:

“ I found that FITTskills courses bridged a very important gap in international business and trade – hands-on trade. It has a curriculum that no MBA or Master's program does...I was able to see firsthand how big of an impact students made in their companies upon completion of the courses.

Pernille Fischer Boulter, CITP|FIBP
Founder and CEO, Kisserup International Trade Roots

“ As the owner of a small business that exports roughly 80% of their product, I can honestly say that this training is worth every penny. Most small business owners make mistakes in the first few years as they learn how to conduct business. This is especially true when learning how to conduct business internationally. These mistakes are often quite costly. I feel quite strongly that had I taken these courses earlier on, I probably might have avoided some of these mistakes, which makes the cost of the FITT training pale in comparison!

Brian Smyth,
Yachtsmiths International Inc.

Visit [FITTforTrade.com](https://www.fittfortrade.com)

CITP® designation

The Certified International Trade Professional (CITP®) designation is the stamp of excellence employers and clients trust all over the world. It showcases the full spectrum of international business knowledge you bring to the table and gives you the confidence and know-how to run a global business or advise those who do. Learn more about the pathways to the CITP designation.

Visit [FITTforTrade.com/Certification](https://www.fittfortrade.com/Certification)



Individual FITTskills Training:

Get started with your individual training and enjoy an exclusive 24% discount with the code Startup24.



Corporate Solutions:

Looking to upskill your team? Explore FITT's Corporate Solutions to build a customized training program for your organization.

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