



USAID
FROM THE AMERICAN PEOPLE



Apparel Export Training & Workshop
Nov. 30 – 2 Dec. 2010, in Accra Ghana

Coconut Grove Regency Hotel

Pre-Training Assignments

Bring to the training: marketing materials, catalogues, photos, price lists, and samples of your export-ready products, typical customer orders, contracts, terms & conditions, financial reports, customer invoice, etc.

Day 1 – Tuesday Nov. 30, 2010

Time	Session Description	Presenter
09:00am	Welcome & opening - Introductions	Roger Brou
09:30am	Determining Export Readiness <i>Buyer expectations and what companies in West Africa need to meet expectations</i>	Jacques Betsy
10:30am	Coffee Break	
10:45am	Opportunities for Access to International Markets - US. Market opportunities - EU. Market opportunities Methods to attract international buyers	Jacques Betsy Lori Brock Clare Lissaman Jacques Betsy
12:00am	Staying Ahead of the Curve: Market trends and product development – Part I <i>where and how to develop new product ideas, designs to suit the international market</i>	Lori Brock
12:45am	Lunch Break	
01:30pm	Pricing & Costing	Jacques Betsy
2:30pm	Strategic Business Planning & Investing	Judd Welsh
3:30pm	Coffee break	
3:45pm	Accessing Financing: Banking Relations, Trade Loans & Investment Loans; Working Capital	Judd Welsh
05:00pm	Evaluations & program close	Roger



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Day 2 – Wednesday Dec. 1, 2010

Time	Session Description	Presenter
09:00am	Opening & Review	Hanna Amichia
09:30am	Communications and Technology	Ben Coleman
10:45am	Coffee Break	
11:00am	The African Growth and Opportunity Act (AGOA) <i>How to take advantage of this important law; Export procedures; getting more help</i>	Abou Fall
11:45am	Transport and Logistics	Fedex & Christel Annequin
12:45pm	Lunch Break	
01:30pm	Workshop - Managing efficiencies and Productivity	Jacques Betsy
3:15pm	Coffee break	
3:30pm	Workshop Feedback	Jacques Betsy
05:30pm	Evaluations & program close	Hanna

Day 3 – Thursday Dec. 2, 2010

09:00am	Opening & Review	Hanna Amichia
09:30am	Ethical criteria and standards in relation to fashion <i>What buyers expect from an "ethical" product and how this can be communicated</i>	Clare Lissaman
10:45am	Coffee Break	
11:00am	Product Development : Part II	Lori Brock
12:30pm	Lunch Break	
01:30pm	Product Development : Part III	Lori Brock
03:00pm	Coffee break	
04:00pm	Evaluations and Wrap up	Roger

*Each designer would be required to design at least two contemporary ready-to-wear garments and bring these to the workshop; plus any marketing materials that they have. The garments would be used as examples in the training course. The team will then select 10 designers to work with Lori and eventually show their designs at the NY Fashion week or in DC.



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