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ITRISA *Newsletter*

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ITRISA APPOINTED FIRST IATTO AGENT

ITRISA has been appointed the official Agent of IATTO (International Association of Trade Training Organisations) in South Africa. The appointment – a first for the IATTO community – became effective in June 2007.

IATTO is committed to advancing co-operation and excellence in the design and delivery of international trade training and education around the world. Established in Europe in the 1970s, IATTO now has a diverse membership drawn from some 20 countries, including Sweden, Norway, France, the United States, Canada, Taiwan and South Africa. A focal point of IATTO's work programme is its International Accreditation & Certification System which enables providers and individual trainers of international trade courses to attain Accredited Provider/Trainer status in recognition of their expertise in the field.

As IATTO Agent, ITRISA has become an official representative of the global organisation, mandated to perform a number of duties on IATTO's behalf in its designated territory, i.e. South Africa. These include:

- Marketing IATTO and its various services to the business and education communities in the region
- Keeping stakeholders informed of developments within IATTO
- Assessing applications for IATTO Accredited Provider and IATTO Accredited Trainer, and making recommendations to the IATTO Accreditation & Certification Committee; and
- Gauging the standard of national international trade qualifications against the criteria set for IATTO qualifications with a view to awarding the latter to deserving candidates.

"These are exciting times for ITRISA", says Rose Blatch. "Being appointed IATTO's first national Agent is both a great honour and a big responsibility as we will be leading the way in expanding IATTO's influence in different parts of the world. We are looking forward to adding value to South Africa's trade training and education network in the process."



Delegates from selected IATTO member organisations met in Paris in October 2006 for a special presentation by the IATTO Chairman, Jim Foley (kneeling, right), and Head of Accreditation, Rose Blatch (back, 2nd from left), on the new Accreditation & Certification System



Members of the IATTO Board and Secretariat met in Buenos Aires, Argentina in June to discuss the upcoming IATTO Forum and future projects.

Remember !

The cut-off date to register for the mid-year study cycle of ITRISA's distance learning programme in international trade is **31 July 2007**.

For **more information** and an **enrolment form**, send an e-mail to: info@itrisa.co.za or telephone us on: +27 11 807 5317.

ITRISA PRESENTS AWARD TO TOP STUDENT IN INTERNATIONAL TRADE AT NORTH-WEST UNIVERSITY

In March, ITRISA directors, Rose Blatch and Ali Parry, presented the 2006 ITRISA Award to the Top Student in International Trade, Elfriede du Plessis, at the annual banquet and prize-giving ceremony of the Faculty of Economics and Management Sciences at North-West University. This is the third year that ITRISA has presented the award which recognises commitment and academic achievement in the university's international trade study programme.

ITRISA and North-West University have enjoyed a long and mutually beneficial business partnership characterised by a comprehensive licensing agreement, a subject exemption facility and collaboration in various trade-focused projects. The blend of the university's academic discipline and research capabilities, and ITRISA's understanding of the local and international business scene and practical programme content makes for a winning formula, says Prof Wilma Viviers, director of the university's School of Economics, Risk Management and International Trade



Left to right: Prof Wilma Viviers (director of North-West University's School of Economics, Risk Management and International Trade), Ali Parry (ITRISA director), Prof Annette Combrink (Rector of North-West University, Potchefstroom Campus) and Rose Blatch (ITRISA director)

STRONG DEMAND FOR TRAINING FROM SERVICE PROVIDERS TO THE IMPORT/EXPORT COMMUNITY

In a bid to optimise their service to their importing and exporting clients, service providers such as banks, insurers and freight forwarders are approaching ITRISA to train

their staff in import/export procedures, with a strong preference for in-house training.

Of course, companies differ when it comes to knowledge and skills requirements, and ITRISA is able to tailor the training methodology and content to clients' specifications.



ITRISA trainer, Mike Smith (centre) with a group from the export department at Credit Guarantee Insurance Corporation who attended an in-house export workshop in May



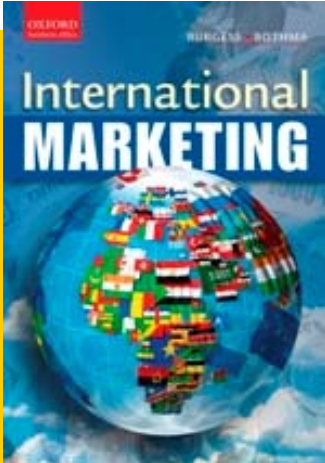
If you would like ITRISA to conduct an in-house import or export training course or workshop for members of your staff, we would be happy to provide a formal quotation.

Please e-mail your training requirements (including broad topics, the number of staff involved, location and suggested dates) to: info@itrisa.co.za or phone Rose Blatch on: 083 450 5169.

Alternatively, ITRISA's public short course training schedule for Johannesburg is available on request.

ITRISA CONTRIBUTES TO NEW TEXTBOOK ON INTERNATIONAL MARKETING

A new textbook aimed at students of marketing at higher education institutions in South Africa and other southern African countries, has been released.



International Marketing (published by Oxford University Press) takes a contemporary look at the global business environment and the particular opportunities and challenges facing marketers in the southern African region. Combining foundational marketing theory with practical case studies, *International Marketing*

constitutes a valuable resource to anyone wishing to succeed in the international arena.

ITRISA wrote two chapters in the book: 'Barriers to international trade' and 'The legal environment'. *International Marketing* is available from Oxford University Press (orders.za@oup.com).

ITRISA TO TRAIN SA POST OFFICE PERSONNEL IN GLOBAL LOGISTICS

ITRISA has entered into an agreement with the SA Post Office to train selected personnel in global trade procedures with particular emphasis on the role of logistics in achieving international competitiveness. The SA Post Office has been strengthening its international logistics function as technological innovations, such as e-mail and the Internet, have slowed demand for SAPO's traditional postal services.

16 candidates from different provinces have been chosen to participate in the programme which kicks off in August. The methodology used will be a combination of distance learning study and regular, face-to-face training sessions.

The duration of the programme is one year with the possibility of training being extended into the future as specific needs and interests emerge.



Mr Baldwin Neshunzhi, General Manager: International Business at the SA Post Office (left), explains the importance of the ITRISA training programme to selected candidates at the programme orientation session

EXPLORE PARTNERSHIP OPTIONS WITH ITRISA

ITRISA offers a range of partnership opportunities to organisations that are keen to contribute to the development of international trade knowledge and skills in specific sectors. The different partnership models are:

- **Sponsoring a subject in ITRISA's education programme.** Sponsorship of one of the subjects in ITRISA's distance learning programme presents an ideal opportunity to an organisation keen to obtain marketing exposure. Subject sponsors are afforded a number of opportunities to display their brand and communicate their business message.
- **Awarding study bursaries.** By providing a bursary to one or more individual/s to register as a part-time student with ITRISA, an organisation would be boosting the career prospects of the person/s in question while at the same time helping to expand the ranks of capable international trade professionals in this country.
- **Marketing ITRISA's products and services.** An organisation with a membership body or sizeable constituency might consider marketing ITRISA's products and services, while earning a commission for business successfully secured.
- **Concluding an academic licensing arrangement.** ITRISA licenses components of its distance learning programme to suitably equipped academic institutions offering courses in international trade. ITRISA's licensing model makes provision for the use, by the other party, of ITRISA's tuition materials in return for annual royalties.