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BRAZIL • RUSSIA • INDIA • CHINA
INTERNATIONAL TRADE TRAINING

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Wanting to expand your business overseas?

Are you considering trading with
Brazil, Russia, India or China?

Then this could help you!

The European Union recognises the need for SMEs to develop new export markets and under the Leonardo da Vinci programme, has commissioned an online e-learning package entitled BRIC-ITT.

This two year project has been undertaken by six European partners that has culminated in an interactive learning tool offering:



E-learning courses covering initial market research, market entry, risk management, IPR, transport and logistics, business culture.



A serious game to raise awareness about the preparations required before entering the market, as well as an opportunity to manage your expectations when trading with the BRIC countries.

An expert corner bringing together leading international trade advisors and those trading in BRIC countries offering key advice and answering your questions.



A set of resources compiling the most relevant links which complement the rest of the elements of the e-learning suite.

BRIC-ITT is available in English, Bulgarian, Spanish, Romanian, Lithuanian and Portuguese.

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