

Product Development: From Idea to International Marketplace - Workshop Overview

Workshop Overview

As part of global value chain management, production is a primary -if not a core-activity for organizations that is impacted by many aspects of international trade. In this workshop, production involves the development of new products, as well as the adaptation of existing products for an export market. The international trade aspects of product development, regulatory compliance, intellectual property protection and product liability are also covered in this workshop.

Workshop Structure

Module 1 of the Products and Services for a Global Market course.

This is the first of two workshops for the course Products and Services for a Global Market. These workshops focus on the production of goods and the development of services for the global market.

This workshop can be completed as a stand-alone learning module within the FITTskills framework.

Workshop Details

Workshop Fee: USD 500

Workshop Duration: 4 hours

What's Included

- Workshop eBook
- Video resources
- Guiding notes to facilitate tracking of key concepts
- Case studies offering real-life examples
- Sample exam questions to demonstrate exam format and help you practice for your final assessment
- Access to the multiple-choice online exam
- Essential international trade skills to help you compete in today's integrated global marketplace

Workshop Learning Outcomes

Upon completion of this workshop, participants will be able to:

- Consider design options and implement good development and testing processes in order to establish a competitive advantage when developing or adapting products for international target markets.
- Develop products for the international market based on customer specifications and regulations to maximize output and minimize costs and risks.

- Adapt or customize a product in a cost-effective manner to meet target markets' regulatory, legal and cultural needs, minimize risk, and comply with buyer requirements.
- Develop well-defined and/or customized service offerings to maximize the competitive advantage for the organization while addressing target market needs, as well as regulatory, legal and cultural requirements.