

Service Development: International Trade in Services

Workshop Overview

As part of global value chain and global supply chain management, service development is a primary-if not the core-activity for organizations.

This workshop explores service features and development processes for international trade in services. Service development involves the creation of new services or customization of existing services for an export market. When developing services to be delivered across borders, the international trade aspects of services development, such as regulatory compliance and intellectual property protection, must be considered.

Workshop Structure

Module 2 of the Products and Services for a Global Market course.

This is the second 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 may be presented 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:

- Describe international trade considerations and their implications when developing or adapting products for international trade, including market entry strategies, product life cycle and market research regarding the product.
- Explain product standardization, and phases of new product concept development or adaptation for new international markets, considering purpose and opportunities.
- Implement concept testing, prototype and test marketing, and product testing to evaluate consumer response to a product or product idea for international markets.

- Incorporate product design considerations and design policy in products to suit consumer preferences, and to include comparative advantages in international markets.
- Explain product related services (servitization) and how they can enhance products and generate added revenue.
- Describe product adaptation and customization, and considerations for use of each.
- Ensure regulatory compliance of products in each international market, considering regulations and policies of each market as well as global agreements and guidelines when developing or adapting products.
- Describe the risks, current trends and mitigation strategies associated with Intellectual Property Protection when developing and adapting products for global markets.
- Describe product liability legislation of international markets, and the related risks and mitigation strategies to consider when producing goods for the global market