



## H. The Art & Science of *CAPACITY BUILDING OF TRADE ASSOCIATION*



Here is a note on a program which we have are conducting in many countries. The response was extremely encouraging.

### A NOTE :

We are glad to note the presence of your trade association & appreciate the role played by your association towards your members. Trade Associations have a major role to play in improving the Nation's competitiveness & prosperity. The Trade Association should play a vital part in helping members improve their performance.

In China, the role of trade associations is to promote the business of its members, within & outside the country. It is so because they cannot take up any issue as a complaint against the Government due to the strictness & features of the governance system there, now known by the name of Limited Capitalism!

As different Governments in the world slowly open up by way of Liberalisation, Privatisation & Globalisation (LPG), a time may come, very soon, when there may not be any issue for the trade associations to take up with the Governments. What then will be the role of trade associations ? Is there a possibility that, members may stop renewing their memberships ! Should the association wait for that time or should they pre-empt it & work out a plan?

The trainer was working in China & had been able to grasp the nuances of cluster approach & revenue generation for trade associations.....

### Training Contents :

1. Identifying the role of your trade association in coming years.
2. Identifying The Vision, Mission, Focus & Philosophy of your trade association.
3. Study of the models of Indian & Chinese trade associations.
4. How to classify your members - Category wise & offer services accordingly. Database management & mailing lists - Low Cost Modern concepts.
5. Membership Fees - Most members do not pay fees in time because they feel that they are not getting the true value of membership. Moreover it seems difficult to increase the fees ! So how to create value to the fees will be presented in the program.
6. How to take your trade association to the internet with value added services like sub contract exchange & information kiosk to the members ?
7. Minimum MARKETING infrastructure required in a trade association.
8. Events (Yearly Calendar) to be conducted by the trade association, which will lead to creation of reserve funds, which can be utilized for promotion of it's member's businesses - This will be the most important content of all !!!
9. Role of trade association in Cluster Development Program.
10. Sponsorship & awards methodology.
11. Professional best practices in trade associations.
12. Trade dispute redressal methodology being followed by trade associations in USA. Issues like agency agreement .....
13. To be concluded by a Time Bound ACTION PLAN .....

The business sectors that individual trade associations represent may be unique but the organisational issues that they face are the same. The program encourages the development & sharing of best practice among trade associations.

The trade association will benefit from a range of inputs designed to assist in the strategic development & day to day running of trade associations, including information, events & training courses as well as opportunities for networking & sharing ideas.

Duration of course : 2-3 Days  
 Timing : 10 am to 2 pm or 2 pm to 8 pm  
 Location : Your country  
 Faculty : Jagat Shah, Certified Management Consultant (CMC), MBA & Certified Cluster practitioner.  
 Trade representative of Govt. of Manitoba, Canada in India.

- 22 years of experience in international trade management & cluster development.
- Conducted 300+ training programs in 40+ countries, attended by 15400+ companies.
- Led 80+ trade delegations for buyer seller meet & business match making abroad.
- Founder & CEO - Global Network : [www.globalnetworkindia.com](http://www.globalnetworkindia.com)
- Founder & Mentor - Cluster Pulse : [www.clusterpulse.org](http://www.clusterpulse.org)
- CV : [www.globaljagat.com](http://www.globaljagat.com)

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