NextGen
Trade Advisory Program

Building resilient, informed, and future-ready regional export ecosystems

Become a
Trade Strategy Trailblazer

Trade Strategy Trailblazer

Introduction

In a rapidly changing global trade environment, SMEs face complex challenges — from evolving trade agreements and compliance requirements to shifting geopolitical and digital dynamics.

The NextGen Trade Advisory Program prepares trade and SME advisers to deliver practical, market-specific guidance that helps businesses build export resilience and capitalise on new opportunities.

This program takes a regional country-focused approach, combining export strategy, risk management, and market intelligence across key regions — including the United States, Asia-Pacific, Europe & UK, Latin America, and Africa.

Participants will learn to translate global trade developments into actionable advice for SMEs operating across diverse sectors and trade environments.

Trade Strategy Trailblazer

Introduction

This multi-layered learning experience combines online and in-person components to ensure both practical application and global insights:

Training Series: 8 expert-led modules (1.5–2 hours each with interactive Q&A) delivered virtually. For professionals shaping the future of global trade — including supply chain strategists, international business consultants, digital trade specialists, and e-commerce advisors. *Delivered either online or in-person.*

Each module includes discussion pauses every 15 minutes to encourage engagement and problem-solving.

Immersion Experience (Optional): Hands-on field trip featuring site visits, workshops, and peer exchange, focused on Mastering Regional Trade Resilience.

Global Learning Portal: Access to a customised online platform with recordings, templates, and related publications, guides and templates. Continuously updated with emerging policies and practices.

Global Credentials and Recognition

Graduates will receive exclusive international recognition through the GTPA & EMTC Global Trade Passport Program, including:

- Eligibility to apply for ISO/IEC 17024 Certification as a Global Trade Management Expert and Trade Advisory Specialist
- Two Digital Micro-Credentials inTrade Management and Trade Policy.
- Recognition as part of a global network of certified trade professionals and digital exporters

Trade Strategy Trailblazer

Why Join This Program

- Gain cutting-edge knowledge of export strategy, market entry, and risk management tailored to each region.
- Understand the real-world implications of trade policy changes on SMEs and how to mitigate associated risks.
- Equip yourself with tools to guide SMEs through compliance, diversification, and digital trade readiness.
- Develop expertise in regional export opportunities and sector-specific insights.
- Engage in a mix of interactive learning and immersive practical experiences to strengthen advisory skills.
- Build a professional network of export advisers and trade specialists across your region and beyond.

Who Should Attend

This program is designed for professionals supporting SME internationalisation and trade growth, including:

- Trade and export advisers
- SME business consultants
- Export promotion agency officers
- Trade policy and economic development officials
- Industry association representatives
- Government and regional trade development practitioners
- Export managers and trade compliance officers
- Risk, logistics, and procurement professionals
- Business chamber and investment agency staff

What It Equips Participants With

By completing this course, participants will:

- Deliver strategic, risk-aware export advisory services to SMEs across key global markets.
- Analyse trade risks and policy shifts to develop adaptive, evidence-based strategies.
- Provide SMEs with practical, compliant market-entry advice for regional and global expansion.
- Guide clients on trade diversification and resilience planning.
- Integrate sector-specific and regional intelligence into export strategies.
- Apply scenario-based modelling techniques to real-world advisory situations.

Course Content: Session 1

Export Planning & Marketing Strategy

Objective: Help advisers guide SMEs in building practical, market-driven export strategies.

Key Topics:

- **Developing an Export Plan:** Key considerations, frameworks, best practices
- **Market Selection & Prioritisation:** Identifying high-potential regions, assessing risks
- **Market Entry & Growth:** Entry modes, long-term strategic planning
- **Trade Skills:** Building proactive strategies, networks, and insights
- **Competitive Positioning:** Branding, differentiation, global success
- **Sector-Specific Insights:** METS, Manufacturing, Tech, Health, F&B

Learning Outcome: Advisers can help SMEs craft export plans aligned with market opportunities and internal capabilities.

Course Content: Session 2

Trade Risk & Scenario Modelling

Objective: Support advisers in helping SMEs identify, assess, and mitigate trade risks.

Key Topics:

- **Geopolitical Trade Risks:** US-China tensions, conflicts, protectionism
- **Scenario-Based Planning:** Tariffs, trade wars, protectionist policies
- **Risk Management Techniques:** IP protection, diversification, multi-market strategies, legal safeguards
- **Sector Impacts:** METS, Manufacturing, Tech, Health, F&B

Learning Outcome: Advisers can anticipate trade disruptions and design flexible, risk-aware export strategies.

Course Content: Session 3

Regional Focus – United States

Objective: Equip advisers to provide SMEs with actionable guidance for the US market.

Integrated Topics:

- **Market Overview & Trends:** Trade policy updates, USMCA implications
- **Compliance & Documentation:** Tariffs, quotas, product standards, labelling, digital trade requirements
- **E-Commerce & Digital Trade:** Online marketplace strategies, cross-border payments, US digital compliance laws
- **Trade Risk Assessment:** Geopolitical and economic risks affecting SMEs
- **Sector Insights:** Tech, F&B, METS, Health, Manufacturing
- **SME Advisory Applications:** Scenario exercises, market entry strategies

Learning Outcome: Advisers can provide SMEs with risk-aware, compliant, and actionable guidance for both traditional and digital exports in the US.

Course Content: Session 4

Regional Focus – Asia-Pacific

Objective: Equip advisers to navigate policies, risks, and opportunities in Asia-Pacific.

Integrated Topics:

- **Regional Market Overview:** China, Japan, ASEAN opportunities
- **Compliance & Regulatory Frameworks:** Trade agreements (RCEP, bilateral FTAs), product standards, documentation
- **E-Commerce & Digital Trade:** Cross-border marketplaces, online payment systems, digital marketing compliance, regional e-commerce trends
- **Risk Management:** Political, economic, and supply chain risks
- **Sector Insights:** F&B, Tech, Health, METS, Manufacturing
- **SME Advisory Applications:** Scenario exercises, market entry strategies

Learning Outcome: Advisers can guide SMEs to capitalise on Asia-Pacific opportunities, both physical and digital, while managing compliance and risk.

Course Content: Session 5

Regional Focus – Europe & UK

Objective: Provide SME advisers with knowledge for European and UK markets.

Integrated Topics:

- **Market Overview & Trends:** Post-Brexit regulations, sustainability standards, digital compliance
- **Compliance & Documentation:** Labelling, product standards, tariffs, customs
- **E-Commerce & Digital Trade:** EU digital services regulations, VAT for e-commerce, marketplace logistics, GDPR compliance
- **Trade Risk Assessment:** Geopolitical, protectionist, and economic shifts
- **Sector Insights:** F&B, Health, Tech, METS, Manufacturing
- **SME Advisory Applications:** Scenario planning, regulatory navigation

Learning Outcome: Advisers can deliver actionable, risk-aware market entry and expansion advice for SMEs targeting Europe & UK, including digital channels.

Course Content: Session 6

Regional Focus – Latin America

Objective: Support SME advisers in navigating emerging Latin American markets.

Integrated Topics:

- **Market Overview & Trends:** Economic growth, trade agreements, regional partnerships
- **Compliance & Documentation:** Import/export regulations, sector-specific rules
- **E-Commerce & Digital Trade:** Cross-border digital sales, payment platforms, online logistics and customs challenges
- **Trade Risk & Scenario Planning:** Political instability, resource nationalism, supply chain disruptions
- **Sector Insights:** METS, Manufacturing, F&B, Tech, Health
- **SME Advisory Applications:** Market entry strategies, risk mitigation, scenario exercises

Learning Outcome: Advisers can guide SMEs to assess opportunities, manage risks, and leverage digital trade channels in Latin America.

Course Content: Session 7

Regional Focus – Africa

Objective: Provide SME advisers with actionable guidance for African markets.

Integrated Topics:

- **Market Overview & Trends:** Emerging economies, trade agreements, regional partnerships
- **Compliance & Documentation:** Sector-specific regulations, import/export rules
- **E-Commerce & Digital Trade:** Mobile money systems, cross-border digital sales, regional online marketplaces
- **Trade Risk & Scenario Planning:** Political, economic, and supply chain risks
- **Sector Insights:** METS, Manufacturing, F&B, Tech, Health
- **SME Advisory Applications:** Market entry strategies, risk assessment, scenario planning

Learning Outcome: Advisers can help SMEs enter African markets effectively while leveraging e-commerce channels and managing compliance and risk.

Course Content: Session 8

Integrated Case Studies & SME Advisory Workshops

Objective: Apply knowledge from all modules to practical SME scenarios.

Key Activities:

- **Scenario-based exercises:** Tariff hikes, supply chain disruptions, regulatory changes, digital market challenges
- **Cross-sector case studies:** Tech, F&B, METS, Manufacturing, Health
- **Group workshops:** Crafting actionable advice and market entry strategies for SMEs, including e-commerce and digital trade pathways

Learning Outcome: Advisers can integrate strategy, compliance, digital trade, and regional insights to deliver actionable, risk-aware guidance to SMEs.

Conclusion

By completing this program, participants become globally competent export advisers, equipped to support SMEs in navigating risk, opportunity, and compliance across multiple markets.

The course builds confidence in developing resilient, market-ready export strategies — helping advisers position SMEs for sustainable growth in complex regional environments.

Immersive Field Trip & Practical Experience

Day 1: Understanding Export Ecosystems

Morning Session:

- Introduction to regional trade networks and SME export ecosystems.
- **Discussion:** The role of advisers in driving market diversification.

Afternoon Field Visit:

- Visit to a trade promotion agency or export accelerator.
- Meet trade advisers and SMEs engaged in active export programs.

Day 2: Compliance & Risk Management in Practice

Morning Session:

- Interactive compliance simulation: documentation, standards, and export licensing.

Afternoon Excursion:

- Visit to a customs facility or logistics hub to observe export processing and border operations.

Immersive Field Trip & Practical Experience

Day 3: Market Access & Trade Facilitation

Morning Session:

- Explore how FTAs and trade facilitation programs impact SME exports.

Afternoon Field Visit:

- Site visit to an exporting manufacturer or supply chain operation showcasing trade resilience.

Day 4: Trade Diversification & Scenario Planning

Morning Session:

- Workshop on diversification and contingency planning.

Afternoon Session:

- Visit to an innovation or business incubation centre supporting SMEs expanding into new markets.

Immersive Field Trip & Practical Experience

Day 5: Capstone Advisory Simulation

Morning Session:

- **Group challenge:** Develop a full export advisory plan for an SME, applying regional and sector insights.

Afternoon Session:

- Peer presentations, feedback from industry mentors, and networking with trade professionals.

Outcome of the Immersive Experience

Participants gain hands-on exposure to real trade processes, develop applied problem-solving skills, and strengthen their ability to offer strategic, regionally informed export guidance that supports SME resilience and growth.

Program Features & Benefits

Planning & Delivery

We will provide the following:

- End-to-end program management, including scheduling, presenter engagement, materials, and session continuity via a dedicated moderator
- Detailed summaries and recordings in multiple formats (video, audio, text) with accessibility features

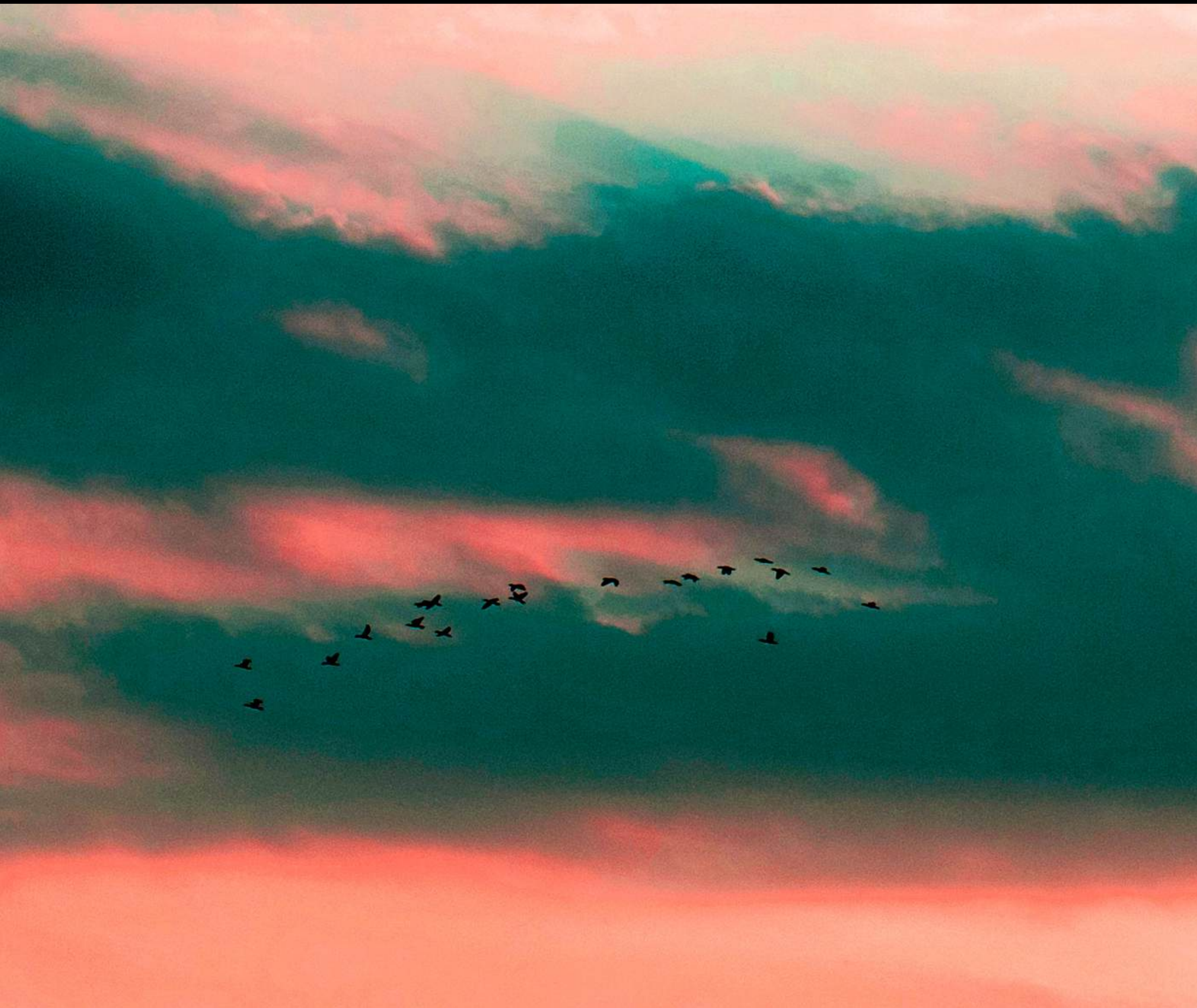
Marketing & Engagement

- Custom digital assets, co-branded materials
- Promotion through our global networks, social media campaigns, email outreach, and media releases
- Inclusive outreach targeting women, First Nations, youth, and people with disabilities

Program Features & Benefits

Program Legacy

- Participants and stakeholders retain access to all materials for two years
- A comprehensive final report including participant data, key lessons, insights, and recommendations for future programs



Program Features & Benefits

Join Us

Step into a world of practical insights, regional expertise, and actionable guidance.

The NextGen Trade Advisory Program equips trade advisers with the tools, strategies, and confidence to help SMEs thrive in today's complex and fast-evolving global markets.

By participating, you will:

- Gain hands-on experience with regional trade frameworks and market entry strategies.
- Learn to assess and mitigate risks, from geopolitical disruptions to regulatory challenges.
- Develop digital trade readiness and navigate emerging e-commerce opportunities.
- Apply insights through scenario-based exercises, interactive workshops, and immersive field experiences.
- Build a network of international trade experts, policymakers, and SME advisers.

Become a NextGen Trade Advisory Program — join us to unlock smarter, more connected, and resilient trade advisory capabilities.

Let’s build leadership in trade — together.

GLOBAL TRADE PROFESSIONALS ALLIANCE

Services in International Trade & Supply Chains

Explore our key service areas:

- **Education & Learning:** Courses, skill-building pathways, and professional development.
- **Mentoring:** Tailored one-on-one guidance and SME support.
- **Trade & Supply Chain Advisory:** Market entry, compliance, risk management, and supply chain resilience.
- **SME Resources:** Toolkits, templates, guides, and a digital resource hub.
- **Certification & Accreditation:** ISO/IEC programs, professional recognition, and digital credentials.
- **Global Events & Immersive Experiences:** Networking, trade missions, and the Festival of Inclusive Trade.
- **Global Insights:** Market trends, research, and data-driven support.
- **International Projects:** Trade initiatives, collaborative programs, and SME pilot projects.

Let’s build leadership in trade — together.

Contact Details

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Global Trade Services Passport

For established trade organisations, government agencies, and industry bodies with 10 or more staff, GTPA offers the Global Trade Services Passport — a customised, all-inclusive enterprise solution to track, verify, and build internationally recognised trade credentials across your organisation.

What's Included:

- **Flight Enterprise Upgrade:** Customised package to track and upskill trade credentials across departments.
- **Map Internal Competencies:** Identify skill gaps and develop ISO-aligned capabilities.
- **Build Verified Credentials:** Digital trade stamps and verified qualifications.
- **Support Compliance:** Align with international trade standards, including pathways to ISO/IEC 17065 and ISO/IEC 17024 recognition.

Global Trade Services Passport

Organisational Benefits:

- ✓ Demonstrate engagement in the global trade ecosystem through structured credentialing.
- ✓ Commit to ISO-aligned capacity building and professional development.
- ✓ Receive Trade Services Passport recognition, signalling credibility, growth, and influence in international trade.

How to Qualify:

- ✓ 10+ staff across relevant trade functions.
- ✓ Enrolment in the Corporate Trade Program.
- ✓ Commitment to ISO-aligned upskilling and trade service development.
- ✓ Active engagement in trade-related services.

Global Trade Services Passport

Your Strategic Advantage:

Position your organisation as a globally trusted trade services provider — supporting exporters, navigating customs, providing trade law guidance, or building trade infrastructure — while building a verified, ISO-aligned track record of excellence.

Your Strategic Advantage as a Trade

This program is more than professional development — it's a career- and organisation-defining opportunity to:

- Develop leadership in trade advisory.
- Stay ahead of global trade disruptions.
- Deliver actionable, risk-aware guidance to SMEs.
- Build a globally recognised reputation for both you and your organisation.