



Volunteers for Economic Growth Alliance/ Morocco & Bahrain Export Trade Training Program

QUARTERLY PERFORMANCE REPORT July 1 – September 30, 2006

**LEADER WITH ASSOCIATE AGREEMENT (LWA)
EEM-A-00-04-00002-00**

**Associate Cooperative Agreement
EEM-A-00-05-00011-00**

**Prepared for the United States Agency for International Development
(USAID)**

Implementing Organizations:



Proposal Submitted: 11-01-2006

**VEGA/EXPORT TRADE TRAINING PROGRAM
July 1 – September 30, 2006**



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I. EXECUTIVE SUMMARY

This report covers the period from July 1, 2006 to September 30, 2006 and covers all activity undertaken by the VEGA Export Trade Training (VEGA ETT) program in Bahrain and Morocco.

The VEGA ETT program has been working with MEPI to deliver the ETT training modules in co-ordination with the MEPI funded Broader Middle East North Africa Series, being implemented by the Beyster Institute.

In late June 2006, MEPI directed VEGA ETT to begin immediate work in Morocco. VEGA immediately began planning to deliver the first training module – An Introduction to International Trade – in July 2006. VEGA ETT has also been continued to prepare Market Entry Strategy Reports to select companies.

On July 26 and 27, 2006, VEGA ETT presented its first training workshop in Morocco. The training workshop – An Introduction to International Trade – was presented by Volunteer Expert (VE) Michael Grisdale. The training topics included: Today's Global Business Environment, Getting Ready for Business with the U.S., Global Business Considerations, Business Culture Differences, Building a Global Management Team.

II. Introduction

The Volunteers for Economic Growth Alliance (VEGA) was awarded Associate Cooperative Agreement number EEM-A-00-04-00011-00 from the United States Agency for International Development (USAID) on September 30, 2005 to implement the Export Trade Training (ETT) Program in Morocco and Bahrain. Associative Cooperative Agreement Modification no. 4 (September 8, 2006) extended the agreement from September 30, 2006 to March 29, 2007.

This report covers the period from July 1, 2006 through September 30, 2006. During this period VEGA ETT began work in Morocco with a presentation of the first training module, An Introduction to International Trade, in Casablanca. VEGA ETT has continued to prepare Market Entry Strategy Reports to select companies.

III. PROGRAM ADMINISTRATION

A. Program Administration

The VEGA ETT program has been working with MEPI and the Beyster Institute to deliver the ETT training modules in co-ordination with the MEPI funded Broader Middle East North Africa Entrepreneurship Series, being implemented by the Beyster Institute.



In late June 2006, MEPI directed VEGA ETT to begin immediate work in Morocco. VEGA immediately began planning to deliver the first training module – An Introduction to International Trade – to be delivered in July 2006.

VEGA ETT, through the IESC offices in Morocco, assisted the Beyster Institute in the start-up of the Broader Middle East and North Africa Series. The Morocco Fast Track Trade (MFTT) staff has facilitated introductions between the Beyster Institute and potential stakeholders of the Broader Middle East North Africa Entrepreneurship Series.

B. Modification of Marketing Materials and Training Modules

At the direction of MEPI, VEGA ETT modified its marketing materials to reflect VEGA ETT's cooperation with the Broader Middle East North Africa Series, in Morocco and Bahrain. In coordination with the Beyster Institute, VEGA ETT developed flyers and application forms to be used in Morocco. Also at the direction of MEPI, VEGA ETT added the logos of the Beyster Institute and Al Akhawayn University, the implementing partners of the Broader Middle East North Africa Entrepreneurship Series in Morocco.

Based on feedback from the training sessions in Bahrain, VEGA ETT modified Training Module #2 – Import/Export Management and Marketing in International Trade - to improve the flow of the training session. The volunteer expert developed additional training material to better illustrate the training topics. The volunteer developed a workbook that will be used in the training workshop entitled Import/Export Management and Marketing to be presented in Morocco.

C. Training Logistics Coordinator

At the direction of MEPI and due to time constraints, VEGA ETT will use existing IESC personnel to act as the training logistics coordinator in Morocco. The Morocco Fast Track Trade Program (MFTT), a MEPI funded program, will dedicate no more than ten percent of personnel time to the VEGA ETT program.

IV. PROGRAM ACTIVITIES

A. First Training Workshop in Morocco – An Introduction to International Trade

On July 26 and 27, 2006, VEGA ETT presented its first training workshop in Morocco. The training workshop – An Introduction to International Trade – was presented by Volunteer Expert (VE) Michael Grisdale. The training topics included:

- Today's Global Business Environment
- Getting Ready For Business with the U.S., Global Business Considerations
- Business Culture Differences
- Building a Global Management Team

The training workshop was presented in two half day sessions that drew 62 participants.



Based on the evaluations on the workshop, the VE decided that he would modify his presentation. The VE observed that there were companies who were export ready recommended follow-up to offer additional services.

B. US Office Activities

The US Office in Washington, DC worked in conjunction with partner organization IIE and Jaffari Consultants, in Bahrain, to plan and execute Training Workshops 3 – M-COMMERCE and E-Commerce and Services in Global Trade.

The US office in Washington, DC worked with the Volunteer Expert to modify the Import/Export Management and Marketing training module in response to the feedback of the Bahrain audience. As a result a training workbook was developed to make the program more interactive.

A Volunteer Expert is in the process of preparing a Market Entry Strategy Report (MESR) for a textile company. The report should be completed in by the end of November 2006. The VE is also working to identify potential market linkages for the textile company.

The US office has recruited a VE to prepare an MESR for 3 jewelry companies and will deploy the volunteer to provide customized technical assistance to the companies. This assistance is expected to take place in November 2006.

C. Upcoming Activities

From November 8-10, VEGA ETT VE, Gary Mutz, will deliver the second training module in Morocco. Import/Export Management and Marketing will be delivered in Tangiers, Morocco.

From November 13-15, VEGA ETT VE, Lina Parikh, will deliver the third training module, E-Commerce and M-Commerce and Services in Global Trade, in Manama Bahrain.

From January 16 through 18, VEGA ETT VE, Lina Parkh will deliver the third training module, E-Commerce and M-Commerce and Service in Global Trade, in Casablanca, Morocco.

V. OPERATIONAL CHALLENGES

Because the Broader Middle East and North Africa Series, managed by Beyster was not fully functional in Morocco until late September 2006, VEGA ETT delayed its second training session in Morocco. Originally planned for early September, VEGA ETT delayed the training workshop until November to ensure that maximum co-operation between the two programs.