



# **VEGA EXPORT TRADE TRAINING PROGRAM BAHRAIN & MOROCCO**

**ASSOCIATE COOPERATIVE AGREEMENT  
NUMBER EEM-A-00-05-00011-00**

**UNDER**

**LEADER WITH ASSOCIATES COOPERATIVE AGREEMENT  
NUMBER EEM-A-00-04-00002-00**

**QUARTERLY REPORT**  
**For the Period**  
**JANUARY 1, 2007 THROUGH MARCH 30, 2007**

**VEGA EXPORT TRADE TRAINING PROGRAM**  
**January 1, 2007 through March 31, 2007**

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## **I. EXECUTIVE SUMMARY**

This report covers the period from January 1, 2007, through March 31, 2007, and provides details of all activities undertaken by the VEGA Export Trade Training program (VEGA ETT) in Morocco and Bahrain during this period.

From January 17 - 19, 2007, VEGA Volunteer Expert Lina Parikh delivered a one day workshop in Casablanca, Morocco. The workshop –“M-Commerce and E-Commerce and Services in International Trade” was delivered to 3 different audiences and reached a total of 45 participants.

From February 21- 23, 2007, VEGA Volunteer Expert Jagjit Jain delivered the “International Trade Finance” workshop in Casablanca, Morocco. The workshop introduced the participants to the fundamentals of International Trade Finance and included discussion and case studies on Payment Mechanisms, Financial Risks in International Trade, Understanding Letters of Credit and Bank Relationships, Providers of Trade Finance and Cross Border Leasing. The workshop drew a total of 18 participants over 3 half days.

On March 6 and 7, 2007, VEGA Volunteer Expert Jagjit Jain delivered the “International Trade Finance” workshop in Manama, Bahrain. The workshop format was the same as that presented in Morocco and reached a total of 25 participants.

## **II. INTRODUCTION**

The Volunteers for Economic Growth Alliance (VEGA) was awarded Associate Cooperative Agreement number EEM-A-00-05-00011-00 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. This report covers the period from January 1, 2007, through March 31, 2007.

This report provides details of all the activities undertaken by the VEGA ETT program during this period, including training, customized technical assistance and other program activity.

## **III. PROGRAM ADMINISTRATION**

### **A. Program Administration**

VEGA ETT continues to use the services of Jaffari Consulting firm to provide logistical support in Manama, Bahrain. Jaffari Consulting was responsible for the recruitment of the participants and, in coordination, with the Headquarters staff, managed the logistical preparations in Bahrain.

VEGA ETT continued to utilize a portion of the Morocco Fast Track Trade program (MFTT) staff in Morocco. The MFTT staff, in-coordination with the Headquarters staff, managed the planning stage of the training workshop, including finding the most appropriate and cost effective location as well as recruiting the appropriate audience.

## **B. Introduction of a Forth Training Module**

After review of the program budget, VEGA ETT proceeded to develop and deliver additional training workshops. VEGA ETT worked with the Volunteer Executive to develop workshops in International Trade Finance which were delivered during this period.

## **C. No-Cost Extension Request**

The VEGA ETT program was able to leverage US government funding through the use of US-based volunteers and existing resources in the Morocco. These cost cutting strategies have enabled the program to offer additional workshops and technical assistance services. VEGA ETT requested, and USAID approved, a no-cost extension through September 29, 2007, and VEGA ETT will deliver additional workshops and technical assistance within this timeframe.

## **IV. PROGRAM ACTIVITIES**

### **A. “M-Commerce and E-Commerce & Services in Global Trade”**

#### **Casablanca, Morocco - January 17-19, 2007**

VEGA Volunteer Expert Lina Parikh delivered the “M-Commerce and E-Commerce & Services in global Trade” workshop in Casablanca, Morocco. The one day session was an interactive technology workshop that was delivered to 3 different audiences at the Al Akhawayn Executive Learning Center. The workshop was a blend of business and technology and focused on three specific business challenges and ways that technology is able to address those challenges and help business owners be more competitive and efficient. The goal of the workshop was to introduce Moroccan SMEs to technological solutions for their business challenges. These include:

- 1) Customer Relationship Management challenges and tools
- 2) Expense Tracking challenges and tools
- 3) Project Planning challenges and tools

The interactive workshop included business case scenarios, small group activities, live software activities, software simulations, demos, large group discussions, advice sharing between participants, and general networking.

The one day workshop was delivered to three different audiences and reached a total of 45 participants overall. The feedback from the participants indicated that they found the workshop useful and will use what they have learned at their organizations. (See Attachment 1 – Evaluation Comments for Workshop.)

## **B. “International Trade Finance” Training Workshop**

**Casablanca, Morocco –February 21 – 23, 2007 and Manama, Bahrain March 6 &7, 2007**

Volunteer Expert Jagjit Jain delivered the workshop in Casablanca, Morocco, and Manama, Bahrain. The workshop introduced the topic of “International Trade Finance” to Moroccan and Bahraini SMEs. The goal of the workshop was to help companies better understand the tools available when financing international trade projects including:

- Trade finance timeline
- Payment mechanisms
- Financial risks in International Trade
- Letters of Credit
- Buyer Credit, Seller Credit, Guarantees and Insurance
- Cross Border Leasing
- Providers of Trade Finance

In Morocco, there were a total of 18 participants representing 4 private-sector companies, 3 government organizations, and 1 private consultant.

In Bahrain, there were 25 participants representing 8 private-sector businesses, 3 government organizations, 1 association and 4 individual consultants or students.

Feedback collected at the completion of the training workshop stated that the training session was very interesting and that the facilitator was knowledgeable on his topic. Attachment 2 - is a list of the comments from the completed evaluation forms from the workshops.

## **C. Customized Technical Assistance**

Continuing Technical Assistance was provided to existing clients. The following are the activities undertaken for the companies:

1. The VE continued to work with a drug manufacturer in Morocco, who was interested in producing/manufacturing pharmaceutical drugs for US or EU drug companies, in essence, be a job shop for these drug companies and the product could be sold in the US. They believe there is a demand for their manufacturing services. They could perform in two areas: supplement peak manufacturing and perform the manufacturing for drugs with small quantities. The VE conducted additional market research for the client to find out the certification process in the US. The VE also researched possible trade associations that could help the company.
2. The VE revised the marketing letter of the cosmetic company interested in expanding their sales of Argan oil based products. The VE worked with the company to revise the letter and helped the company identify potential partners who may be interested in distributing their product.

**3.** The VE continued to assist an Olive Oil Company from Morocco. The VE conducted additional market research and was able to help the company identify target companies for marketing letters. In addition, the VE revised the marketing letter to reflect changes to the companies capacity to export.

# **ATTACHMENTS**

**Attachment 1 – Evaluation Comments for “M-Commerce & E-Commerce and Services in International Trade” – Casablanca, Morocco January 17-19, 2007**

**Comments regarding the Strengths of the program included:**

- CRM was most interesting part.
- I will research the technologies to see if I can use them at my job.
- I will practice the software.
- Trainer was experienced.
- Like the format.
- The CRM and project planning was best.
- Good practical approach

**Comments regarding the Weaknesses of the Program included:**

- Was too short.
- Need more time to work on the software.
- Should have been a two-day session.
- Need more information about Project and Excel.
- Maybe do it in a day and half because Moroccans are always late.

**Attachment 2 – Evaluation Comments for “International Trade Finance”  
Morocco February 21-23, 2007 and Manama, Bahrain March 6 and 7, 2007**

**Comments regarding the Strengths of the program included:**

- Speaker was very knowledgeable; explained points basically and clearly to suit the audience.
- Very interesting and informative.
- Need more seminars like this.
- Presenter was excellent.
- Was very useful.
- The topic was very useful.
- Best part was payment mechanisms
- Risk transfer was interesting topic.
- Instructor presented in very easy language and in a non technical way which is good for us.
- We need more workshops on the issue of financing and accounting to help us run our business.
- Clear, patient and detailed teaching method of the instructor.

**Comments regarding the Weaknesses of the Program included:**

- The speaker should be more knowledgeable on trade in Bahrain. More Focused on Bahrain rather than the US. Also the use of American terminology was sometimes not familiar for the audience, more British choice of words/phrases would of helped.
- His way in teaching was not very attractive.
- Need more information on the slides.
- Should provide more detailed notes.
- More detailed notes.