

# ATA Training modules summary

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**USAID** | **MarChE**  
DU PEUPLE AMERICAIN

## The Market Readiness Program

The Aid to Artisans Market Readiness Program, a 5 day, in-depth training, supports HAITI MarChE's overall program goal of developing and transforming high value market chains, of creating a sustainable service sector providing marketing, training and technical services to these chains, and of creating vibrant links between separate market chains including the tourism and agricultural sector.

ATA's Market Readiness Program is currently being scheduled for August 15-19, 2009 at the International Gift Fair at the Javits Center in New York. The NYIGF is the premier home accessories and gift market trade show in the U.S. with 2,700+ exhibitors and 40,000 buyers attending. The Market Readiness Program is the only course of its kind that allows participants access to the show floor, making direct contact with the market.

At the end of the training, participants will be able to apply the knowledge to their own enterprise or disseminate the information to members of their organization, to member SME's or individual craft entrepreneurs. The skills learned are a crucial component in the effort of transforming existing cultural traditions and skills into viable economic forces, empowering all actors in the craft value chain in utilizing the dynamics created by the links to tourism and agriculture, and contributing to reaching the milestones set in the MarChe Year One Workplan:

### **The MRP supports the following Value Chain Actions and Milestones:**

**Value Chain Action 10.5.1. :** Product design assistance and training in key elements of commercial product design offered to businesses both directly and through Haitian trade support organizations:

Subjects covered in the MRP include fundamentals of market driven product development, current design and color trends, "green" market strategies, product marketing channels of distribution, costing and pricing for profit, fundamentals of successful buyer relationships, exporting and importing rules and regulations, and individual work sessions on the basic principles of product collections, fundamentals of display merchandising for special markets which may include special discussion on the needs of hotel gift shops, resorts and spas.

**Value Chain Action 10.5.10:** Identify a core group of Haitian designers to participate in training, job shadowing and US workshops in basic commercial design principles enabling them to understand and respond to US and Caribbean Market requirements

The selection process of MRP participants identifies Haitian designers and craft SME's, as well as members of craft organizations and members of local governments and NGO's. The selection of participants is an important first step in identifying the core group of designers to become part of the program.

### **Task/Result 1: Value of market chain is increased:**

**Requirement 1.2:** Interventions to strengthen promising market chains in the Haitian non-agricultural and/or service sectors, for internal or export sale, are designed, approved and implemented.

The selected participants are actors in market chains that show promise, and that stand to gain from training in market driven product development and design, business skills and export training for the global marketplace.

**Standard 1.2.1:** Screening, identification, and testing of specific products based on value chain analysis leads to at least 3 new, non-traditional, non-agricultural products/services benefitting from increased sales and exports of at least 30% annually.

During the MRP there will be individual work sessions dealing with products and designs specific to participants' current product and skills. These individual sessions represent the first step towards milestones in Value chain assistance plan for each commodity due 3 Quarter, and milestones in Progress towards 30% increase in sales due in 2 and 4 Quarter.