

1.1.6) Marketing / international business training for Nepalese IBOs

The aim of this training was to impart knowledge on marketing and international business for Nepalese IBOs. Nepalese entrepreneurs are quite competent in production but lack behind in marketing and international business transaction. This training will be provided by Nepalese local experts.

This training of 4 days was implemented in 4 different locations (Butwal, Nepalgunj, Itahari and kathmandu) in Nepal.

The participants of this training were representatives from IBOs, who could play a catalytic role to impart knowledge and skills on EU/WTO quality and social standards issues to Nepalese entrepreneurs.

The content of the training were as follows:

- Role of marketing in present competitive business world,
- Marketing skill and strategy,
- Role of market information on marketing,
- Customers choice, demand and price structure of EU market,
- Role of IT and networking in marketing,
- Ways and means of market promotion,
- Experience sharing about EU market trend and practices.