

1.1.7) Transfer of Technology course on trade promotion services aimed at the EU market.

With an intention of familiarizing the Nepalese Business Service Organizations (BSOs) and Intermediary Business Organizations (IBOs) with the EU market and their marketing and selling techniques the ECIBORN project under activity 1.1.7 organized 5 day study / market information / networking tour for a seven member delegation from Nepal to the city of London, UK from 19 -23 January 2009. This training was given by LCCI in Great Britain. Participants of this seminar were 6 representatives ECIBON Project beneficiary organizations.

The contents of the course -and seminar- are as follows:

Transfer of Technology (TOT) by British experts to EEC-Nepal and FNCSIN on trade promotion services aimed at EU market

Trade promotion is one of LCCI of Commerce specializes. An effective way of achieving TOT is through the selection of key in-country staff and the funding of a program for them in a partner market.

The program was intensive and comparatively short and included an induction in trade promotion activities and techniques, the shadowing of appropriate executives, attendance at trade promotion events, and the augmentation of individual's knowledge of trade opportunities in the host country.