



WORLD
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INSTITUTE

Export Development and Diversification: E-Learning course

Global course delivered via Internet

5 May - 6 June, 2008

Objective

This Internet-based course aims at providing trade policy makers, advisors, researchers, private sector operators (representatives of agriculture, industry, and services), and export support institutions in client countries with useful insights and better understanding of: (i) factors, institutions, processes, policies and principles necessary for accelerated and diversified exports in developing countries; and (ii) lessons of experience of successful export development strategies in specific countries.

The course has been developed by the World Bank Institute's Poverty Reduction and the Finance and Private Sector Development units, in partnership with the International Trade Department and the Development Research Group in the World Bank, and the International Trade Centre (ITC, the technical cooperation agency of UNCTAD and WTO, based in Geneva, Switzerland).

It is comprised of nine modules drawn from World Bank research, studies, WBI-commissioned overview papers, non-Bank seminal works and case studies, as well as cutting edge knowledge and research developed by other partner institutions and researchers.

Audience

The course is targeted at:

- Trade policy makers and advisors (Ministry of Finance, Ministry of Commerce, Ministry of Agriculture, Ministry of Industry, Foreign Affairs Ministry, and other Government officials involved in shaping the trade and export policy strategy).
- Researchers in academia, think tanks and regional research networks concerned with export promotion, trade and regulatory policies.
- Private sector operators (Chambers of Commerce, Chambers of Agriculture), and representatives from professional associations (e.g. in banking, insurance, shipping, telecom users, migration policy), and from trade groups interested in export development and diversification.
- Export support institutions (export promotion and investment promotion agencies) in client countries.

- World Bank and other bilateral or international organizations staff involved in analytical, advisory and technical assistance work related to trade, as well as NGO/CSOs who are or will be engaged in analytical and advisory work on trade and export promotion issues.

Course structure

This course will provide a comprehensive review of export development and diversification challenges, integrating various factors, institutions, processes, policies and principles necessary for expanded production and accelerated exports growth and diversification in developing countries.

The course is structured in nine modules to be delivered via internet in five weeks. **The first module** will provide the theoretical underpinning and empirical evidence of export promotion, based on research carried out in various parts of the World Bank as well as research developed by other partners and research institutions. This module will also highlight the macroeconomic policies warranted for a propitious export development environment, as well as anti-export bias mitigating policies. **The second and third modules** will respectively address incentives inherent in the trade regime and successful mitigating policies, and trade facilitation issues. **The fourth module** will highlight infrastructure problems. **The fifth and sixth modules** will focus on supply-side issues (trade related institutions, FDI and proactive support policies). **The seventh module** will address obstacles to accessing foreign markets. **The eighth** module will present two market analysis tools developed by ITC. Finally, **the ninth module** will present country and sector case studies. This will help highlight what was done right in successful exporting developing countries, and lessons of experience that may be useful for other countries.

Participants will be expected to read the course materials at the beginning of the week. Later each week there will be an online discussion (not in real time) among participants, guided by that week's moderators.

To successfully complete the course and receive a certificate of participation from WBI, each participant is required to read the mandatory materials, to connect weekly and to participate in the online discussion in at least 8 of the 9 modules. Participants are also required to complete an end-of-course evaluation (not a test of learning). Total time commitment for participants is expected to range from 6 - 12 hours per week.

Requirements

The main criteria for selection of participants will be active involvement in export development and trade-related advocacy or policy analysis, monitoring and advising.

The course will be conducted in English over the Internet, so access to Internet, fluency in English and the ability to participate in the online discussion are key pre-requisites for participants. Some course materials or the certificate of participation may be sent via postal mail, so all participants must provide a reliable postal address when filling-in the application.

Details on how to access the e-learning platform that will be used for the course will be sent via email to participants.

Application

To apply for this course, please click on the link below or copy and paste it in your browser:

http://info.worldbank.org/etools/wbi_learning/sec/app_form.cfm?sch_id=TRA08-01-096

- 1) Complete the application form
- 2) Click on "Submit"
- 3) A notification with the results of the selection process will be sent within seven days after the deadline to submit applications.

Last day to submit registration: April 18th, 2008

Maximum number of participants will be 120, from all regions.

Agenda

1st week (two modules)
5 - 9 May

Module 1: Theoretical Underpinning and Primer on Export Diversification: Concepts, Theories, Empirical Correlates.
Moderator: Ronald Muller, Professor, American University

Module 2: Incentives in Trade Regimes and Successful Mitigating Policies
Moderator: Ronald Muller, Professor, American University

2nd week (two modules)
12 - 16 May

Module 3: Trade Facilitation
Moderator: Luc De Wulf, Consultant, International Trade Department, World Bank

Module 4: Infrastructure
Moderator: Theodore Moran, Professor, Georgetown University

3rd week (two modules)
19 - 23 May

Module 5: Institutions (EPZs, EPAs, Special Import Regimes)
Moderator: Theodore Moran, Professor, Georgetown University

Module 6: FDI, Fiscal Policies & Other Proactive Support Policies
Moderator: Theodore Moran, Professor, Georgetown University

4th week (two modules)
26 - 30 May

Module 7: Market Access Issues (including SPS, Standards, IPRs).
Moderator: Nicholas Sabwa, Consultant, World Bank Institute

Module 8: Introduction to Export Promotion and Market Analysis Tools
Moderator: Hellen Lassen, International Trade Centre (ITC)

5th week
2 - 6 June

Module 9: Selected Country and Sector Case Studies
Moderators: Rolf Luders, Professor, Pontificia Universidad Catolica de Chile

For any questions regarding this course, please contact:

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