



## Concept Note

### Empowerment Program for MSMEs (MSM2EP)

#### Virtual training workshop on Packaging of Goods in International Trade

May 11, 2022

<b>Context</b>	Within the framework of the implementation of the new strategy of the Islamic Centre for Development of Trade (ICDT) on Trade Facilitation and Investment Promotion Program (2022-2025), the ICDT has developed modules of training to build the capacities of the executives and managers of Most Small and Medium-Sized Enterprises (MSMEs) of OIC Member States. The program is called MSMEs Empowerment Program (MSM2EP), and it consists of supporting them in training, participation in fairs and exhibitions, buyer-seller meetings (B2B), integration of regional and international value chains and sharing of experiences and expertise.
<b>Objectives</b>	<p>Packaging is an essential component of a successful export operation. Shipped goods must be well protected against transport risks to ensure that they are delivered to the buyer's warehouse in good condition. Nevertheless, it is important to take into account the packaging costs that can add to the cost price of exported products.</p> <p>The objective of this workshop is to highlight the different types of export packaging, to assimilate packaging techniques and to enable participants to choose the appropriate packaging for each product, while taking into consideration the associated risks and the optimization of the cost price of exported products.</p>
<b>Participants</b>	The workshop is open to managers of exports, shipments, transportation, warehouse-order picking, logistics and sales.
<b>Expected results</b>	<ul style="list-style-type: none"> <li>o Acquired knowledge on the different types and forms of packaging.</li> <li>o Acquired knowledge on the different packaging techniques</li> <li>o Control of risks and optimization of the cost price of exported products.</li> </ul>
<b>Languages</b>	English, Arabic and French
<b>Organizer(s)</b>	ICDT
<b>Trainer(s)</b>	Professor. Kacem TAJ
<b>Responsible</b>	Ms. Ghita TAZI (g.tazi@icdt-oic.org)
<b>Date and hour</b>	May 11, 2022, at 9.30 a.m. GMT
<b>Format</b>	<input checked="" type="checkbox"/> <b>Virtual:</b> <a href="https://us02web.zoom.us/webinar/register/WN_w_bOrE9OSuiyIXlciP7hiw">https://us02web.zoom.us/webinar/register/WN_w_bOrE9OSuiyIXlciP7hiw</a>



**Virtual training workshop on  
Packaging of Goods in International Trade  
Program (GMT)**

May 11, 2022	
9h30-9h40	Welcome Speech of the Director-General of ICDT Presentation of the trainer and the Program
9h40-10h40	<b>Session I. Importance of packaging in international trade</b> <ul style="list-style-type: none"> <li>○ Definitions and types of packaging;</li> <li>○ Routing risks;</li> <li>○ Importance of packaging;</li> <li>○ Costs of packaging.</li> </ul> <b>Questions &amp; Answers</b>
10h40-10h50	<b>Break</b>
10h50-11h50	<b>Session II. Transport packaging</b> <ul style="list-style-type: none"> <li>○ Particularities of this type of packaging;</li> <li>○ Pictograms in international trade;</li> <li>○ Labeling of packaging;</li> <li>○ Marking of packaging.</li> </ul> <b>Questions &amp; Answers</b>
11h50-12h50	<b>Break</b>
12h50 -13h50	<b>Session III. Loading units</b> <ul style="list-style-type: none"> <li>○ Palletization of shipments;</li> <li>○ Containerization of goods;</li> <li>○ Criteria for selecting a good packaging.</li> </ul> <b>Questions &amp; Answers</b>
13h50-14h00	ICDT Closing remarks