

The International Trade Game

Learn to manage international business transactions through a realistic and dynamic simulation.

The International Trade Council of Greater Kansas City (ITCGKC) offers the business community a training tool by which new and prospective global traders can expose employees to the intricacies of international trade business transactions and provide an interactive training experience. Trainees engage in a transaction simulation program, in which participants become employees of fictitious companies based all over the world and endeavor to buy, sell or trade products or technologies in a pre-determined industry, working directly with participants in the room representing companies involved in the chosen industry. The challenges are realistic and the pitfalls numerous! This simulation builds focus on potential problems unique to global commerce and provides possible solutions. Experienced importers or exporters wishing to expand their global market or to involve additional employees in international business endeavors can also benefit from this training exercise.

Moderated by seasoned international traders, the action begins with participants forming teams, each representing a company marketing or needing to purchase services or products within a specific industry. Once the teams identify and fill specific participant roles, they are given a company identity, background information together with specific needs or goals and general data about the industry involved. The role-play next moves to identifying the other companies assembled, determining what business opportunities might exist and pursuing them in a professional manner. After business has been concluded, each team reports on their individual accomplishments and finally the moderators provide a detailed recap during which aspects of the transaction which may have been overlooked are examined and discussed.

The GLOBAL TRADEWINS® educational activity is very flexible in design and can be offered for as few as 12-15 participants or for more than 100. It can be run in a single time block of 3-4 hours or spread over multiple sessions if more convenient for the participants. It has been offered several times for ITCGKC business members and is an ideal medium for use in building teams or expanding horizons in a corporate retreat or group meeting setting.

Extra materials are available, including resources for US exporters and an international business glossary.

The GLOBAL TRADEWINS® educational activity is an ITCGKC exclusive!

For more information on content, schedule and pricing, please contact

The International Trade Council of Greater Kansas City

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