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THE INTERNATIONAL TRADE COUNCIL BY THE NUMBERS

The International Trade Council is a 64-year-old peak body Chamber of Commerce representing government export agencies, chambers of commerce and industry associations and businesses from 176 countries.

19

NATIONAL CHAMBERS

There are 19 national chambers of commerce members representing the business interests of more than 8.8 million organizations.

58

STATE CHAMBERS

There are 59 state chambers of commerce members representing 478,000 businesses, non-profits and community organizations.

73

GOVERNMENT TRADE AGENCIES

There are 73 government trade agency members of the Council. This includes national, sector specific, regional and district export agencies representing more than 42 million businesses.

314

LOCAL CHAMBERS & SPECIALIST INDUSTRY ORGANIZATIONS

There are 314 local chambers of commerce and specialist industry organization Council members, working on behalf of approximately 3.6 million associations, businesses, think-tanks, non-profits and community organizations.

28,859

CORPORATE MEMBERS

The Council directly represents 28,859 businesses of all sizes, sectors, and regions with approximately 4.9 million employees. Council members range from sole traders and local businesses to international conglomerates.

WHY BECOME A MEMBER?

From peer-to-peer networking events to professional development sessions, from business leader round-tables to policy committees, the International Trade Council offers your business plenty of opportunities to get involved in activities that will allow you to grow your network and grow professionally.

1. When you become a member of the Council you will have access to some of the most powerful, successful and influential business people in a variety of sectors.
2. Because businesses that participate in the Council promote each other and work together, your own business can grow and prosper quickly.
3. You'll also see a valuable return on your investment through Council cost savings programs and member discounts, opportunities for volunteerism, sponsorships, and exposure through Council media and events.

Membership in the International Trade Council is an investment in the future of your business.



RAIC | IRAC

Royal Architectural Institute of Canada
Institut royal d'architecture du Canada

\$30 Annual Membership Fee
to RAIC Members Only

BENEFITS FOR YOUR SALES & MARKETING TEAMS

Free Lead Generation Service

Council staff can create a targeted list of potential prospects in your specific niche.

The Council manages an in-house database of over 20 million C-level contacts from 179 countries. Using this data, the Council can build you a custom contact list of leads using over 10 criteria, including job title, location, industry, company size and skills.

Data is provided to you in Excel format and, using this information, your sales team can tailor their outreach to connect with the right contacts every time.

Free Qualified Business Introductions

The Council can help you meet your next client or alliance partner by arranging 1:1 business introductions.

Council staff can help you minimise business risks by connecting you to trustworthy and knowledgeable people, including other International Trade Council Members and members of our partner organizations.

All you need to do is tell Council staff the industries of companies you are looking to meet, and the job title(s) your typical buyer/partner and they will do the rest.

Free Overseas Market Introduction Services

The Council is committed to assist exporters in the development of new markets through the provision of a range of free and paid services.

- Business introductions to clients in appropriate target industries
- Appointment setting
- International trade statistics and summary analysis of market trends
- Press release distribution
- Introduction to appropriate trade-show organisers
- Assistance with setting up a breakfast and/or lunch meeting for potential partners
- Provision of letters of support for business travel visas
- Marketing and business planning templates
- Introduction to free local mentors
- Logistics, legal, human resources and accounting advice (up to 2 hours free in each market)

Free Advertising

- Listing in the accredited supplier directory
- Up to 4 weeks of banner advertising on the ITC website*
- Listing in the PDF directory and procurement guides
- Up to 5 advertisements in the ITC email newsletter*
- Up to 5 event broadcasts in the ITC email newsletter, social networks and website*
- Unlimited promotion of your special deal to Council members (contact us for a customised solution)
- Up to 12 social media broadcasts of your latest news per month

Free Market Intelligence

The Council can provide you with free customized reports by HS Code for goods imported / exported across 179 countries.

- Value exported in the past year
- Quantity exported in the past year
- Average unit value (per customs declarations)
- Growth over the past 5 years
- Average tariffs
- Major importers
- Local competitors

Free Press Release Distribution

No matter what industry you're in and no matter how small or big your company is, you can benefit from sending the Council your articles and press releases.

Press releases and educational articles can establish you as an industry expert. This helps you gain the trust of your customers and once they trust you they're likelier to buy from you. But being an expert is also good for media relations. Whenever the media needs someone to comment on a story related to your industry, you want to be the one they call on.

The Council can publish your press release on its website, social media networks and in the Council newsletter.

We can also distribute articles of interest to third party media outlets for their addition.

BENEFITS FOR YOUR HR DEPARTMENT

Free Unlimited Training for Your Staff

- ✓ Enrol as many of your employees as you want at no extra cost
- ✓ Take as many courses as you want
- ✓ Complete the courses from your home or office

Everything employees need to complete the course, including videos, further readings, assessments, quizzes, transcripts and their classmates are accessed in a single, easy-to-use online classroom.

Courses require approximately 2-4 hours study per week but can vary depending on the student.

All courses are 4 weeks in length (16 hours maximum) except Public Private Procurement which is 13 weeks - (roughly 30 hours of study time).

Free Human Resources Assistance and Advice

If dealing with employment issues is becoming increasingly difficult, time consuming and costly for your organization then the Council can offer you access to a wide range of specialist, global, HR support.

Unlimited consultation via email or phone for assistance with day-to-day questions at no cost to your organization.

Where more in-depth, bespoke consultancy support is required, the Council provides immediate access to a local, quality assured and experienced HR experts in 76 countries. Consultants can advise on a particular project, cover an interim vacancy or act as a retained service for HR support and management.

Free Regular Online Webinars and Seminars

Throughout the year the Council conducts a range of free business online workshops and seminars (Webinars) covering a broad range of topics including: sales, finance, human resources management, marketing, mediation, legislative issues, trade barriers, intellectual property and more.

Notifications of upcoming Webinars are sent via email to all Council members.

Online courses currently available:

- Agriculture and the World We Live In
- Becoming a Confident Trainer
- Big Data for Better Performance
- Diagnosing the Financial Health of a Business
- Entrepreneurship and the Family Business
- Financial Literacy
- Human Resources
- Introduction to Business in Asia
- Innovation for Powerful Outcomes
- Leadership: Identity, Influence and Power
- Management for a Competitive Edge
- Negotiation and Conflict Resolution
- Principles of Project Management
- Public Private Procurement
- Strategic Management

Free HR Services:

- Model contracts, documents and notices
- Compliance assistance
- Employee handbook review and revision
- HR policy advice
- Job description review and creation
- Employee benefit materials
- Global workforce assistance
- Visa advice for workers travelling abroad

Discounted HR Services:

- Bespoke HR consultancy
- Temporary workers
- Psychometric testing
- Onsite training for both supervisors and employees
- Visa application assistance

Other Services on Offer

Over 750 free downloadable policies, forms, documents, letters, templates and fact sheets in the members portal, 24 hours a day, 7 days a week, 365 days a year.

Discounts on Executive Search and Recruitment, Employee Counselling, Independent Employee Reviews, Health and Safety Audits, Domestic and International Legal Services and all other Human Resource Needs.

BENEFITS FOR YOUR OPERATIONS TEAM

Free Downloadable Contact Databases

Don't waste precious marketing dollars guessing on where to find partners. Get business done more effectively and efficiently with Council's top-quality, in-depth, and highly-targeted business contact databases.

The multiple use data fields typically include: contact name, job title, company name, address, telephone, business description, classification code, employee size band and web address.

The data is downloaded as a CSV or Excel file for ease of use and compatible with most mail merge systems.

Council staff can also facilitate custom research based on your particular requirement.

Free Export Advice & Assistance

Council staff can guide you through the export process and provide the connections, information and training you need to make exporting a successful component of your sales programme.

They are also knowledgeable about foreign government regulations, certifications, labelling requirements, technical barriers to trade, contract laws, and taxation.

Free Business & Legal Support Helpline

The Council's business support helpline service offers advice, inspiration and practical help to business owners and managers on all areas of owning and running a business, regardless of size. The helpline provides a quick response service to people with simple business questions of all types. It also provides a more in-depth service for those with more complex enquiries.

In many cases we can answer your question rapidly. In more complex situations we can refer you to the right individual and/or trusted organization who can provide you with an in-depth solution.

Dispute Resolution

Legal problems don't have to be long, arduous legal battles. The Council can provide both arbitration and mediation services in a fast, efficient manner at a low cost. Services are solution driven, allow for creativity, conciliatory, and confidential.

Free Customizable Courseware

Why write your own courseware for your staff when we've done it for you?

The Council provides its members with a range of pre-written courseware that you can customise, brand and print at no extra cost. These courseware solutions are designed to improve skills within organisations, leading to better employee retention, higher productivity and greater sales.

Types of Customizable Courseware Available:

- Business Administration (5 different courses)
- Business Management (8 different courses)
- Health & Safety (6 different courses)
- Human Resources (9 different courses)
- Sales Management (8 different courses)
- Training Skills (4 different courses)

Free Procurement Assistance

Being proactive in your approach to supply chain management will help you gain an edge over your competitors.

Council staff can:

- Locate qualified, sources of goods and/or services
- Verify the credentials of the seller
- Provide advice on importing goods from overseas
- Help your business to move fast, wherever you are

Free Mentor Matchmaking Service

Whether you are new to business, have plans to grow, or are facing some new challenges; working with a mentor can help you with advice and insights that can sometimes mean the difference between failure and success.

Council approved mentors are experienced business persons who are there to provide an objective sounding-board for working out dilemmas and thinking strategically about your business. They provide support, stimulate your thinking, challenge your ideas and give you a second opinion.

You may also wish to volunteer as a business mentor. This is a great way to help share knowledge, grow your own network and increase your sphere of influence.