

EXPLORT, in-company training programmes in foreign trade, Wallonia

For the last ten years or so AWEX has been implementing training and in-company training programmes in foreign trade, intended for young people in particular.

If appropriate, these initiatives also receive contributions from partners such as universities or colleges or even FOREM (Walloon office for vocational training and employment).

In 2005, the Marshall Plan for the economic recovery of the Walloon Region (or “Priority actions for the future of Wallonia”) provided for an intensification of these programmes with the objective of training an additional 800 young people between now and 2009 (equivalent to a target of 350 each year).

The different modules making up EXPLORT are aimed at apprenticeships in export-related trades, the improvement of language skills and making available to Walloon companies human resources capable of contributing to international development projects.

EXPLORT is mainly intended for students and young graduate job-seekers. Particular attention is paid to cross-enhancement of interculturality. Firstly, it is a question of a vital dimension for anyone aiming for an internationally oriented career. All beneficiaries of our programme are made aware of this aspect. Secondly, for Walloon society interculturality constitutes both a political value linked to cultural diversity and human dignity and an asset reinforcing the approach to foreign markets.

The main stages in EXPLORT are as follows:

Information and guidance; Skills assessment/validation of the professional plan; Modular training (basic module and specialisations); Linguistic immersion (if necessary); In-company training period; Training period abroad; Assistance in seeking employment.

Its modular nature allows applicants to be guided to those stages which they actually need.

Training is entirely free. The training periods abroad are fully financed by AWEX, with a contribution from the partner company in the case of job-seekers receiving in-company training.

In-company training periods

The aim is to enable trainees to familiarise themselves with the product/service and the commercial strategy and to prepare in a practical manner for the assignment entrusted to them by the company.

The length of the in-company training period will be adapted to the nature of the assignment to be accomplished abroad.

Training periods abroad

- Prospecting (students or job-seekers)
 - Content: Assignments carried out on behalf of one or more companies (e.g.: market research, seeking out distributors, identification of an agent, analysis of installation possibilities, product registration procedure, etc.)
 - Compulsory previous in-company training period
 - Duration: 1 to 9 weeks

- Approach to markets in adjacent countries (students or job-seekers)
 - Training periods with importers and consumer motivators or sectoral groups

- Content: After learning about the Walloon industrial fabric and a training period abroad with importers or wholesalers (identified through the AECs), with a view to showcasing Walloon companies and generally prompting a reaction, an awareness of Wallonia.
- Duration: 8 weeks
- Support at fairs and missions on markets in adjacent countries
 - Content: Practical assistance for Walloon companies in preparations, participation and follow-up for fairs, trade shows or missions abroad
 - Duration: 1 week
- Training periods as interpreters
 - Content: To act as an interpreter for export managers in the context of international trade fairs, missions or negotiations, or made available to companies on an AWEX joint initiative
 - Duration: 1 to 5 days
- Training period at the AWEX offices
 - Content: Responsibility for dossiers on Walloon companies, assistance for the AEC in its day-to-day tasks or in particular actions. Sectoral studies linked to the poles of competitiveness.
 - Duration: 4 to 12 weeks