

Institutionalization of Multi-Stakeholder Professional Learning and Universal Skills for Trade Policy and Negotiations (I-MUST PLUS)

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Co-Organized and Presented by

Universal Access to Competitiveness and Trade (U-ACT) and International Trade Centre (ITC)

With the support of

Philippine Chamber of Commerce and Industry (PCCI) and British Embassy Manila



The Philippine Learning Centre (PLACE), managed and operated by the Universal Access to Competitiveness and Trade (U-ACT), is the Philippines' and ASEAN's first trade policy learning institute dedicated to enhancing private sector knowledge and understanding on trade policy expertise and enterprise development.

Now on its second year of operations, the PLACE has to date trained more than 300 business stakeholders in the Philippines on courses that relate to business practice and effective participation in both the multilateral, regional and bilateral trading environments impacting export growth, domestic performance and business bottom-line.

In partnership with the **International Trade Centre (ITC)**, PLACE has introduced a week-long, non-degree, professional development programme on International Trade Policy and Law. Dubbed as the **"Institutionalization of Multi-Stakeholder Professional Learning and Universal Skills for Trade Policy and Negotiations (I-MUST PLUS)"**, the programme aims to provide a comprehensive learning and business module that cuts across theory-based understanding on the important elements of multilateral, regional and bilateral trade agreements and economic policies and a pragmatic business learning methodology that encourages business participation and effective utilization of the trade policy tools available to them.

I-MUST PLUS OBJECTIVES:

1. Increase stakeholders' utilization of available trade policy tools to effectively take advantage of the business benefits arising from various multilateral, regional and bilateral trade agreements.
2. Enhance market opportunities opened up by various trade policy instruments where the Philippines participates, through a deeper understanding of international trade policies, processes and mechanisms;
3. Develop strategies to increase business and firm competitiveness and result in improving export strategy and eventually performance of firms given concrete knowledge on the issues and trade policy instruments that affect them;
4. Provide input to government's trade policy process through a meaningful dialogue and feedback given deeper understanding and knowledge on trade policy issues and instruments.

CO-ORGANIZED BY:



IN PARTNERSHIP WITH:



Philippine Chamber of
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