The 35th IATTO Forum

The IATTO Forum is the most important annual global forum for companies and organisations working within international trade development.

This year’s theme:

Managing Change in Turbulent Times

Cannes - France
28-31 October
2009

www.iatto.org
Dear Colleague,

Since its establishment in 1971, IATTO has been active in promoting international co-operation and excellence in the field of international trade training and education. The annual IATTO Forum, in particular, presents a wonderful opportunity for international trade professionals to connect with colleagues across a range of disciplines, gain insights into the latest teaching and learning technologies, and develop strategies for ongoing international business success.

The theme for the 2009 IATTO Forum is “Managing Change in Turbulent Times” which is designed to highlight the importance of innovation and collaboration in the face of the global recession, and why change should be embraced if organisations are to survive in tough times.

The 2009 Forum will offer an interesting blend of high-level presentations, networking opportunities and social events. Participants will also be updated on selected IATTO initiatives, including the accreditation system which enables international trade training and education providers from around the world to obtain internationally accredited status.

Over 120 international trade professionals from 24 countries took part in last year’s IATTO Forum. We hope you will take the opportunity of joining us at the 2009 Forum which promises to be a very stimulating and worthwhile event.

IATTO and ITM Worldwide Foundation
would like to welcome you to another exciting forum

James Foley
Chairman IATTO Board

Hasse Karlsson
President and Founder of
ITM Worldwide Foundation

For more information about the IATTO Forum 2009, visit our website: www.iatto.org or contact Sophia Strandberg (sophia.strandberg@itmworldwide.se)
IATTO FORUM 2009 - Preliminary Programme

Tuesday 27 October 2009

18.00 Welcome Reception at The Scandinavian Terrace

An opportunity for participants and presenters to meet and mingle. The IATTO Board will launch the new “Networker of the year” contest.

Wednesday 28 October 2009, The Eden Hotel

09.00 - 17.00 Welcome to the IATTO Forum

James Foley
Bradley University, USA

Hasse Karlsson
ITM Worldwide Foundation, Sweden

Topic: To be finalised
Gita Paterson
Swedish Chamber of Commerce in France

Topic: “Investment opportunities in France”
Presenter from Invest In France

LUNCH

Topic: “From Trend to Strategy”
Bengt Wahlström, Trend analyst
Företag & Framtid, Sweden

Presentations on best practices in international trade training/education.

EVENING Free

Thursday 29 October 2009, The Eden Hotel

09.00 - 1500 Topic: “Change management - Using simulations to better understand the dynamics behind change, collaboration and innovation in global business”
Prof. Albert A. Angehrn
INSEAD, France

LUNCH

Prof. Albert A. Angehrn cont.

15.00 - 17.00 Company cases

EVENING Free

Friday 30 October 2009, The Eden Hotel

09.00 - 17.00 Topic: “Building a corporate culture for innovation”
Dr. Fons Trompenaars,
Trompenaars Hampden -Turner Consulting, The Netherlands

Topic: “Remote Management”
Prof. Nancy Jenster, CEIBS, Shanghai, China

LUNCH

Topic: “ITM Export Sales Representative - A concept for attracting foreign investments and export sales”
Markus Johnsson, MacCan AB, Sweden

Presentations covering the theme of innovation in international trade training/education.

EVENING Gala Dinner

Note: This is a draft programme only and will change over time.

Saturday 31 October 2009, The Eden Hotel

09.00 - 12.00 IATTO Annual General Meeting and other IATTO matters.

LUNCH

IATTO Excursion

14.00 - Together we will embrace the French spirit through wine tasting and a boule tournament at the beautiful Rabiega vineyard. We will end the evening with a lovely barbeque party.
Information for the IATTO Forum 28th-31st October

Forum fee structure *
Members of IATTO
$700.00

Non-Member
$800.00

The registration fee includes: Welcome Reception, refreshments during morning and afternoon breaks, lunches and the Gala Dinner.

This year we are also offering a number of options to those who are not in a position to attend the whole IATTO Forum:

Thursday 29/10:
“Change Management simulation” with Prof. Albert A. Angehrn
(1 day, inclusive of morning and afternoon refreshments): $400.00

Friday 30/10:
Option 1: “Building a corporate culture for innovation” with Dr Fons Trompenaars
(1 day, inclusive of morning and afternoon refreshments): $400.00
Option 2: IATTO programme plus the Gala Dinner: $400.00
Option 3: Gala Dinner only: $130.00

Saturday 31/10:
Optional Excursion: $140.00

How to register
Visit our website www.iatto.org and fill in the Registration Form. If you require more information regarding the forum, please contact Sophia Strandberg either by email, sophia.strandberg@itmworldwide.se or phone +4670 310 20 29.

To register for one day only, please send an email to Sophia Strandberg.

*Non-members currently have a unique opportunity to pay member rates for the Forum. IATTO is offering a free trial membership to organisations and individuals for a period of one year commencing 2009-07-01. Before you register for the Cannes event, learn more about the Association and join our expanding network by visiting our website: www.iatto.org
Cancellations
Forum cancellations must be made in writing or through email to Sophia Strandberg at sophia.strandberg@itmworldwide.se

Address: ITM Worldwide Foundation
Fabriksagatan 4
SE- 531 30 Lidköping
Sweden

Cancellations received between 7th September and 7th October 2009 will be subject to an administration fee of € 150.00. Note that where cancellations are made after 7th October, no forum fees paid will be refundable.

Forum venue / accommodation
The official IATTO Forum hotel is the Eden Hotel, a four-star establishment located in the heart of Cannes. Situated on Cannes’ main street, this hotel is just a few minutes walk from the famous Promenade de la Croisette, known for its many beautiful shops, excellent restaurants and magnificent hotels, as well as the Palais de Festivals et des Congres where the Cannes Film Festival is held. The Promenade de la Croisette runs for approximately 2 km along the shoreline of the Mediterranean Sea.

Special rates for IATTO participants:
Single room per person per night, bed and breakfast: € 100.00
Double room per night, bed and breakfast: € 110.00

For more information regarding the Eden Hotel, and to book your accommodation, please visit the hotel’s website at www.eden-hotel-cannes.com. In order to enjoy the special IATTO rate, you must enter the code: IATTO2009EH in the IATA Code Box on the top right hand side of the registration page.

Note that the last date to book your accommodation at the Eden Hotel is 31st August and that you are responsible for making your own reservation.

Substitutions
If, after registering for the IATTO Forum, you are unable to attend, you are welcome to nominate someone else to attend in your place at no additional cost. Please advise substitutions in writing so that a correct name tag is available at the registration desk.

Other booking terms and conditions
ITM Worldwide Foundation and IATTO reserve the right to change the details of the event without notice. Where circumstances force ITM Worldwide and IATTO to cancel a forum, the liability of ITM Worldwide and IATTO shall be limited to a refund of any fees paid for that particular conference. ITM Worldwide and IATTO is not liable for any consequential loss.
Call for Presenters

The IATTO Board of Directors and ITM Worldwide are looking for presenters for the 35th Annual Forum of IATTO to be held in Cannes, France from 28th to 31st October 2009.

The theme of the Forum will be:

‘MANAGING CHANGE IN TURBULENT TIMES’

The three main subject areas will be:

- Innovation
- Global networking
- Change management

Each presentation should cover ONE of the above subject areas and make reference to best practice for international trade training / education.

IMPORTANT INFORMATION

Final submission date:
Please e-mail your PROPOSED TOPIC and a BRIEF SUMMARY to: sanna.kinnander@itmworldwide.se no later than 28th September 2009. Formal notification of acceptance of your proposal will be e-mailed to you by the latest on the 2nd October 2009.

Your FINAL PRESENTATION (that is, the full text of your paper and your PowerPoint presentation) must be e-mailed to: sanna.kinnander@itmworldwide.se by no later than 19th October 2009. Copies of presentations will be distributed to Forum delegates at the end of each day’s proceedings.

Also note the following:

- All presentations and supporting material must be in English.
- Each presentation should be approximately 20 minutes in duration followed by a question and answer session of 10 minutes (30 minutes in total).
- A laptop computer and LCD projector will be provided at the Forum for PowerPoint presentations. Please bring an electronic copy of your presentation to the Forum.
- If you are supplying material in MS Word, the text should be in single line spacing using Arial size 12. The inclusion of graphics or diagrams in your slides or text is at your discretion – as long as the presentation is easy to transmit electronically.

FORUM REGISTRATION IS REQUIRED FOR ALL PRESENTERS

For more information, contact: Sanna Kinnander at sanna.kinnander@itmworldwide.se