FIAB trains international trade in food and company managers

The Spanish agri-food industry is to train sales teams of food and beverage companies in the effective business management with a focus on modern international distribution. The program is aimed at business, directors and heads of exportation or profile involved in international sales. The course content is divided into four modules, taught in person in seven days. The registration period ends on 29 January. Participation is limited.

One of the most ambitious challenges is to help to FIAB companies in their internationalization plans, thereby improving the Spanish presence in international markets.

Access to the global market is one of the priorities to further contribute to the economic growth of the sector. Is aware that export grow, Spanish companies increasingly become more aware, and this is reflected in their agendas, of the importance of tackling projects that involve openness to international markets.

The latest data on food and beverage exports reflect the good health of the sector. Between October 2014 and September 2015, sales abroad increased by 7.8% to a total of 39.547 million euros.

In this context, FIAB promotes the International Trade Training Program, designed to improve skills in international business management of food and beverage companies.

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The course content is divided into four modules, taught in person 7 days. In this 8th edition, it delves into the management of importers-distributors as a key element in the implementation of international strategy.

The registration period ends on 29 January.

Further information

Source: FIAB