

IFCC

TRAINING INSTITUTE OF THE LUXEMBOURG CHAMBER OF COMMERCE

The IFCC is the training institute of the Luxembourg Chamber of Commerce. Its task is to respond to the expectations and needs of companies regarding training via a high-quality and value added training program. The IFCC's training system is characterized by two principal axes, namely: "IFCC-Business Creation" and "IFCC-Continued Vocational Training".



"IFCC Business Creation" consists of a broad range of training options addressing those founding or taking over a company. Initial training on business administration comprises a program raising the awareness of issues relevant to setting up a business, a business plan workshop as well as three training courses allowing accelerated access to the profession of merchant, coffee shop owner and transporter by road. They allow the future business owner to gain competences in marketing, finance, law, accounting and HR, which are necessary to found, take over or further develop a company.

"IFCC Continued Vocational Training" addresses employees, private persons as well as entrepreneurs who want to further their professional competence via "Life Long Learning". This training axis regroups 4 types of activity:

- "IFCC Actuel (topical)": conferences on timely political, economic and legal issues in Luxembourg allow interested parties to be informed on various subjects at short meetings,

- "IFCC After Work Training Program": these training sessions are scheduled after working hours. Their goal is to support the participants to achieve their personal training project in the perspective of improving their career or to enhance their chances on the job market, especially in view of a change in profession or assignment,

- "IFCC Entreprises (companies)": seminars, training cycles, job- and craft-specific training as well as sectorial training mainly target small and medium sized companies,

- "IFCC Executive Education": the training cycle "Executive Development Program" will be introduced in January of 2008 in partnership with HEC Paris. The objective of this 15-day training in English, is to improve the managerial qualities of high-potential employees.

Besides its high-quality and value-added training program, the IFCC offers companies tailor-made advice regarding all questions of continued professional training. The IFCC is working in a network of companies via a club of managers responsible for training in order to be in touch with companies, and at the same time to keep them informed and offer continued education. The IFCC contributes to the promotion of life long learning on the national level and to the legal environment by issuing advice and recommendations on any law touching on continued professional training.

The client's best interest is at the center of all endeavors the IFCC undertakes. The IFCC follows a "bottom-up" approach, that is, the attempt to understand the training needs of companies and then to turn these requirements into value-added training offers. The educational approach aims at the acquisition of knowledge, the know-how of the participant. Hand-outs, role plays, the execution of case studies, company projects or classic tests as well as coaching sessions allow to surpass the level of mere knowledge transfer and to apply the concepts presented to the professional activities of the participants.

The four rooms at the Conference Center and the 36 rooms at the Training Center of the Luxembourg Chamber of Commerce are the ideal setting for the activities offered by the IFCC. Equipped with state-of-the-art learning material, the rooms offer all the necessary comfort on 6200m² and can host groups of varying sizes.

The IFCC offers courses in French, German and English. The seminar «Introduction to Marketing» - which will be held in English - starts on October 2, 2007.

For more information, we are at your entire disposal.

Eliane Theis

Attachée - Institut de Formation de la Chambre de Commerce



"AN INTRODUCTION TO MARKETING - PROGRAM"

The course will provide an introduction to the following subjects:

- What marketing is - strategically and tactically - and how it links to corporate strategy
- Understanding the customer (consumer and organizational): buyer behavior and influences
- Products and markets: market and competitor analysis, segmentation, differentiation and product positioning
- The marketing mix and customer value proposition: product, pricing, distribution, promotion, people, physical presence and branding
- Marketing planning: the marketing audit, analysis of strengths, weaknesses, opportunities and threats, objectives, strategies and action plans
- Market research: what to research - markets, products, communications - and how to research - primary, secondary, qualitative and quantitative

TRAINER: Peter Faure, Consultant-Trainer, TalkBusiness

LANGUAGE: English

TARGET GROUP: People newly appointed to the marketing department

DURATION: Three half days

DATES: 2,9,16/10/2007

TIME: 14.00-18.00

PRICE: 250,00 €

INSCRIPTION: Please complete the application form on our website www.ifcc.lu

CONTACT DETAILS:

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