



# Train the Trainer Workshops

**Global Growth Series:**  
**Export Readiness & Market Access**  
**Digital Transformation for SMEs**



**Empower Trainers. Transform SMEs.**

Two Train of Trainers (ToT) programmes designed for professionals and practitioners ready to equip Chambers of Commerce and Business Associations with practical expertise in SME internationalization and digital transformation.

**12 & 13**  
**MAY 2026**

Marriott Tirana Hotel

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## About

This Training of Trainers (ToT) programme consists of two complementary workshops, each delivered through focused sessions, combining internationalization and digitalization for SME support.

It equips participants with the skills to train Chambers of Commerce and Business Associations on export readiness, market access, export marketing, compliance, and performance monitoring. The programme also integrates digital tools, e-commerce, innovation, sustainability, and the use of AI, alongside practical methodologies for delivering engaging and impactful training.

Blending hands-on tools with effective training methodologies, the programme prepares participants to deliver engaging, high-impact sessions that help SMEs expand into new markets and adopt smart digital solutions. By strengthening both content knowledge and facilitation skills, this ToT enables trainers to drive real change by supporting SMEs to grow, compete, and thrive in an increasingly connected and digital economy.

*This workshop is part of the EBRD project "Improving Investment Climate in Albania: Building the Capacity of Business Associations-supported programme", implemented by the European Bank for Reconstruction and Development (EBRD) and funded by the State Secretariat for Economic Affairs (SECO).*

## Objectives

By the end of these workshops participants will be able to:

- Equip participants to deliver structured training on export readiness, market access, and entry strategies
- Strengthen the use of digital tools, e-commerce, and AI to enhance SME competitiveness
- Build capacity to integrate innovation, product adaptation, and sustainability into SME support
- Develop skills to guide SMEs on export operations, compliance, and marketing planning
- Enable effective use of monitoring and evaluation tools, including export performance indicators

## Target audience

Professionals, consultants, and practitioners with experience or interest in SME development, internationalization, and digital tools who aim to serve as trainers for Chambers of Commerce and Business Associations.

## Why You Should Attend?

- Deepen your expertise in SME internationalization and digital transformation
- Gain practical tools, case studies, and real-world approaches for immediate application
- Enhance your capacity to support SMEs in accessing new markets and improving competitiveness
- Position yourself as an acknowledged trainer for Chambers of Commerce and Business Associations
- Strengthen your ability to design and deliver engaging, high-impact training sessions

## Certificate of Participation

Participants who complete the workshop will receive a Certificate of Participation.

This workshop will be conducted in English.

## Agenda | 12 May 2026 10:00-15:00

### Global Growth Series: Export Readiness & Market Access

#### Introduction & Export readiness

- Understanding export readiness
- Market access

#### International market search

- Market entry modes, export market selection and business partner mapping

#### Lunch

#### Export operations and compliance

- Elements of operations, from documents to finance and compliance
- Tools, guides and cases

#### Export marketing and promotion

- Export Marketing Plan and Strategy
- Marketing campaigns
- Tools and case studies

#### Export Monitoring and Evaluation

- Export Product Survey
- Export Performance Indicators

#### Distribution of certificates



## Agenda | 13 May 2026 09:00-12:00

### Global Growth Series: Digital Transformation for SMEs

#### Trade Mapping and Market Access

- Export Market Screening
- Examples, tools and guides

#### Digital transformation and Export performance

- Market entry modes, selection and mapping

#### Coffee break

#### Innovation: Product Adaptation

- Innovation Management Systems
- Use of AI, tools and guides

#### Digital tools and e-commerce

#### Monitoring and Evaluation

- Compliance AI tools
- Export Performance

#### Sustainability Map

- Guides, tools and elements

#### Distribution of certificates



## Ana Grujović



 [Ana Grujović](#)

**Ana Grujović** is an experienced international business and trade development professional, currently serving as Editor in Chief at the Trade and Investment Promotion, a consulting company and a digital platform inspired by the need to create a better connected world of trade and investment promotion professionals.

Until December 2025, Ana served as Director of the Swiss-Serbian Chamber of Commerce (SSCC) in Belgrade. In this role, she led the organization's strategic direction, aimed at strengthening the Swiss-Serbian economic relations, and foster collaboration between businesses and institutions in both countries. Ana actively engaged in government affairs, business climate development, and partnership building with key stakeholders, including Swiss institutions and the private sector.

Alongside her leadership role, she is a visiting lecturer at leading French universities, where she teaches on investment and export promotion, focusing on the link between foreign direct investment and sustainable development. Ana is also an active contributor to international conferences and initiatives on trade, investment, and regional development.

Previously, Ana worked with the Swiss Embassy in Belgrade, supporting the establishment of the Swiss-Serbian Chamber of Commerce and contributing to ICT export promotion initiatives.