

# Developing export trade leadership

through trade education, employment & policy



## Our mission

Promoting sustainable global trade

## Our goal

Encouraging the private sector, governments and individuals to drive innovation and competitiveness in trade-related activities

## Our initiatives

We are intently focused on developing leadership across three programmatic areas

- Trade related education & training
- Export led job creation
- International trade policy research

We invite you to join us in developing trade leadership, creating better standards of living and fostering international cooperation through global trade ...

## our focus

Trade related education & training • Export led job creation • International trade policy research  
[www.hinrichfoundation.com](http://www.hinrichfoundation.com)

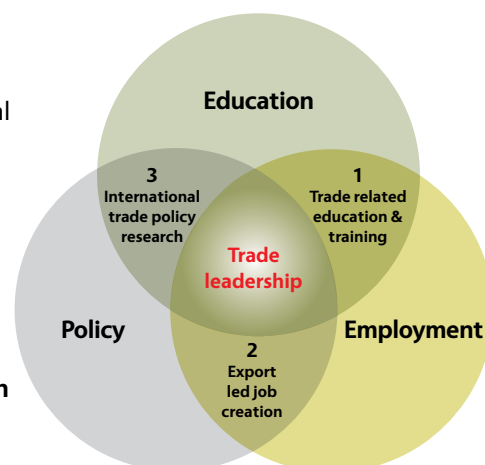
## Our focus

The Hinrich Foundation is a charitable organization whose mission is promoting sustainable global trade. We believe sustainable trade fosters mutually beneficial economic ties, improves standards of living and promotes peace.

We are passionate about trade and Asia. We advance our mission through a keen focus on three interrelated areas:

1. Developing global trade leaders through **trade related education & training**
2. Creating employment via **export led job creation**
3. Promoting balanced trade policy through **international trade policy research**

The task is large and the achievements rewarding. We encourage like-minded individuals and organizations to join us in developing trade leadership.



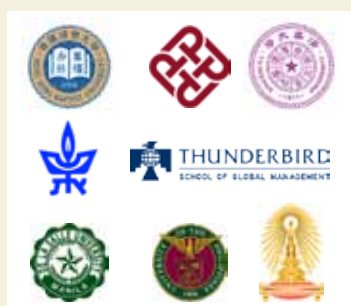
The Hinrich Foundation is focused on developing leadership across the trade ecosystem.

## 1. Trade related **education & training** leadership

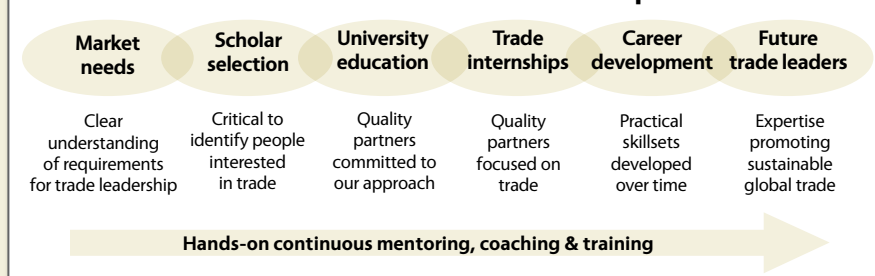


Hinrich Global Trade Leader Scholars study business, journalism and communications at:

- Hong Kong Baptist University
- Hong Kong Polytechnic University
- Tsinghua University, Beijing
- Tel Aviv University, Israel
- Thunderbird School of Global Mgm't, USA
- De La Salle University, Manila
- University of the Philippines, Los Baños
- Chulalongkorn University, Bangkok



### How we **educate future leaders** in export trade



Our graduates have contributed more than 80 man-years developing their careers in global trade.

Education is key to human and economic development.

Through the Hinrich Global Trade Leaders Scholarship program, we sponsor education and trade related career opportunities for individuals who are committed to participating in innovative global trade.

Our education and skills training programs create opportunities for bright young scholars to develop trade careers.

We take a very hands-on approach to granting scholarships, from personally identifying people keen on trade to providing jobs upon graduation.

- All of our scholars study overseas during their coursework – international exposure critical to sensitizing them to other cultures
- The Foundation covers all course fees and living costs
- We arrange meaningful internships and employment upon graduation.

The World Bank notes that “education is central to development. It empowers people and strengthens nations.”

We believe that our holistic approach to education and career development offers a solid foundation for bright futures for our scholars and the global community in which we belong.

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## 2. Export led **job creation** leadership

The manufacturing of finished consumer goods for export creates skilled jobs, enabling people to support their families and educate their children.

Our Developing Country Export Assistance Program aims to help quality exporters in developing Asia to market their products more effectively to buyers.

The goal is to help suppliers generate more export orders, create jobs and improve livelihoods. We do this through:

- Access to business-to-business marketing websites offered by our partner, Global Sources
- Developing Country Sourcing Reports circulated to buyers worldwide
- Trade show marketing to buyers in-person
- Effective export marketing training.

Our team has been coaching exporters since 2008, enabling them to market more effectively to buyers worldwide. These suppliers have received 500,000 sales inquiries and have generated actual and expected orders worth more than US\$11 million.



Since 2008, we have worked with more than 1,000 exporters in Cambodia, India, Indonesia, Myanmar, Nepal, the Philippines and Vietnam. We have helped them to generate actual and expected orders valued at more than US\$11 million.

## 3. International **trade policy research** leadership



The Foundation takes a non-partisan approach to international trade policy research in support of open, free, transparent and fair global trade. We help reputable organizations and individuals through grants and seed money for independent research, forums and conferences to advance the trade debate.

Our international trade policy research focuses on encouraging equality in trade development by influencing policy makers to take a balanced approach to trade policy.

We believe that better informed policy makers are able to make more effective trade policy. When stakeholders are well informed, they can better judge the value of those policies and hold decision makers accountable.

To that end, we initiate research, elicit opinions and disseminate information about global trade to encourage objective debate and balanced policy making in support of open, free, transparent and fair global trade.

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## Partnerships for more effective outcomes

Skills, knowledge, networks and resources developed over time can have great value. But often, these treasures are locked away within individual organizations.

To unlock this hidden potential, we actively seek partnership opportunities with quality organizations with whom we share common values. We are equally as eager to share our expertise with others, as we are to build on theirs.

One area in which we have developed a rich expertise is trade related education and training. A few partnership examples:

### Global Trade Company

We enjoy a long-standing partnership with a company that offers internships and careers for our scholars. The benefits are great:

- We can ensure employment right upon graduation for our scholars with a top organization focused on trade
- Our partner receives a ready supply of keen interns and staff.

### Global Manufacturer

A global manufacturer has partnered with us to offer new scholarships for people in an Asian country in which the firm operates and plans for future growth. We offer a turnkey solution to leverage our tested model. This provides new talent for the firm and assists its corporate social responsibility.

### Government Trade Organizations

Government trade bodies in several countries invite us to conduct practical export marketing training to help manufacturers improve their international competitiveness.

These partnerships enable us to help more people through trade.

To discuss your ideas, contact us today.

# How would you like to participate?

## Opportunities for **your involvement**

Over the years, the Hinrich Foundation has developed innovative programs in trade-related education, training and trade policy research.

We invite like-minded people and organizations to join us in promoting sustainable global trade. Here are some ways you may wish to participate:

### 1) Trade related education & training

Leverage our established education programs by offering:

- ✓ Internships & careers
- ✓ Scholarship matching funds

### 2) Export led job creation

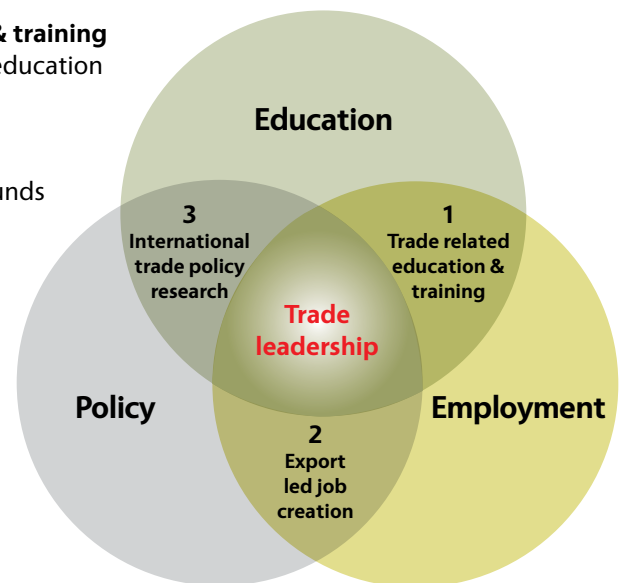
Help improve standards of living across Asia via trade through:

- ✓ Export Leadership Program sponsorship
- ✓ Order sourcing reports & products

### 3) International trade policy research

Contribute to free, fair, and transparent global trade policy development through:

- ✓ Co-funding policy papers & forums
- ✓ Collaboration & joint grants



Thank you for your interest. We look forward to working with you soon.

## Join us in developing leadership promoting sustainable global trade

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