

## INVITATION

We are glad to invite you to the **“Training on marketing, the demands of consumers and the legal requirements related to eco-labelling and trading of goods, nationally and internationally”**, to be organised within the **SYL Project** (‘Capacity building to the Mongolian vegetable tanned yak leather cluster on bio-leather and bio-leather products’) funded by the European Union, in the framework of the SWITCH-Asia Grants Programme.

The training will include attention to branding, labelling and eco-labelling, and will emphasise the importance of adherence to national and international legislation and the need to address and satisfy consumers’ rights, demands and expectations.

The training will take place in office of Mongolian National Chamber of Commerce and Industry in Ulaanbaatar, according to the following schedule:

Location	Date/Time	Venue	Address
Ulaanbaatar	June 26 <sup>th</sup> till 29 <sup>th</sup>	5 <sup>th</sup> floor meeting room #503 at MNCCI	MNCCI Building, Mahatma Gandhi street,15th khoroo, Khan-Uul district, Ulaanbaatar

Kindly confirm your participation with a return mail at [info@sustainablyakleather.eu](mailto:info@sustainablyakleather.eu)

### Contact for enquiries

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Please find attached the agenda of the training programme.

*The training is organised in the framework of the "Capacity building to the Mongolian vegetable tanned yak leather cluster on bio-leather and bio-leather products" project, funded by the EU, SWITCH-Asia Grants Programme. For more information please visit: [www.sustainablyakleather.eu](http://www.sustainablyakleather.eu)*



## Training Agenda

Day	Time	Topic
1	09:00	Registration, introductions, and pre-training evaluation
	09:45	Introduction to the SYL project
	10:30	Break
	11:00	Yak resources; globally and nationally
	11:45	Yak value chain
	12:30	Lunch
	13:30	Constraints, and scope for improvement
	14:15	Quality and quality assurance
	15:00	Break
	15:30	Producing, selling, marketing and branding
	16:15	Market intelligence
	17:00	Close
2	09:00	Consumer protection legislation, Mongolia
	09:45	National Standards, Mongolian (MNS)
	10:30	Break
	11:00	GROUPWORK; Advertising and promotion vs mis-selling
	12:30	Lunch
	13:30	Consumer protection, Europe
	14:15	International trade requirements
	15:00	Break
	15:30	GROUPWORK; Good examples of marketing
	17:00	Close
3	09:00	Consumer protection failures; physical and financial costs
	09:45	Intellectual property rights, and counterfeiting
	10:30	Break
	11:00	SDG 12; Sustainable consumption & production
	11:45	Market segmentation and product differentiation
	12:30	Lunch



	13:30	GROUPWORK; Failures in consumer protection
	15:00	Break
	15:30	Occupational safety and health (OSH) and 'decent work'
	15:45	'Fair Trade' and 'Green Economy'
	17:00	Close
4	09:00	Procedures for exporters; Part 1
	09:45	Procedures for exporters; Part 2
	10:30	Break
	11:00	Packaging and dispatching for export
	11:45	Business plans
	12:30	Lunch
	13:30	Questions and answers
	14:15	Comments, suggestions and recommendations
	15:00	Break
	15:30	Post-training evaluation
	16:15	Presentation of certificates of attendance
	17:00	Close