



PRESS RELEASE

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TRAINING LIBRARY DONATED TO 60 SALVADORAN INSTITUTIONS

SAN SALVADOR- Representatives of the United States Agency for International Development (USAID) Export Promotion Program donated this morning a training library on sales and exports to 60 Salvadoran institutions. This USAID initiative was supported by the Zamorano Pan-American Agriculture School, the Salvadoran Institute for Professional Training (INSAFORP) and the Maria Escalon de Nuñez Foundation.

Sixty institutions, among them the Vice-President Office, the Ministry of Economy, the Fund for Productive Development (FONDEPRO) and its Exports Fund (FOEX), the National Association for the Private Enterprise (ANEP), the Salvadoran Industrials Association (ASI), the Salvadorian Foundation for Economic and Social Development (FUSADES), and the El Salvador Agency for Export Promotion (EXPORTA), received from USAID a library consisting of electronic and paper handbooks containing all the information and materials provided in the courses and conferences performed since 2006.

Trough this training initiative to increase sales and exports, USAID has benefited, from the start of the Export Promotion project on 2003, to around 3,500 persons, among them entrepreneurs, El Salvador Government Representatives and private sector professionals. With an average investment of two million dollars, the trainings provided cover various subjects such as Business Plans Design and Evaluation, New Products Development, Innovation, Operations Management, Export Packaging, Export Logistics, Markets Research and Operations Administration.

The Library delivery ceremony included the conference entitled: "The importance of innovation in the development of new export products", given by Dr. Claudia Garcia, from the Zamorano Pan-American Agriculture School.

By donating these materials, USAID expects to contribute to the professional development of the institutions that collaborate to the promotion of Salvadoran exports.

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