

Agricultural Input Marketing

May 19-23, 2003

Malawi

\$1,000

The Program is designed to improve the participants' knowledge of agricultural input marketing, particularly fertilizers, in free market economies through the discussion of modern marketing concepts, marketing functions and actual practices in the field. This will enhance the participants' planning, analytical and decision-making skills. These skills are required more than ever now as markets change and the global environment becomes more open and competitive.

The program will cover various topics including but not limited to the following:

- * Marketing Concepts in Open and Competitive Markets
- * Marketing Strategies
- * International and Regional Fertilizer Situations
- * Pricing in Free Markets
- * Dealer Network Management
- * Fertilizer Packaging, Distribution and Warehousing
- * Promotion, Market Development, and Advertising
- * Demand and Sales Forecasting, Market Planning
- * International Trading