
CIFAL Istanbul - The Future of Global Trade: Innovation, Sustainability and Digital Transformation

People

Deadline: 3 May 2025

Type:	Course
Location:	Web-based
Date:	5 May 2025 to 10 May 2025
Duration:	3 Days
Programme Area:	Decentralize Cooperation Programme
Website:	https://cifalistanbul.org
Price:	\$0.00
Event Focal Point Email:	cisil.sohodol@bau.edu.tr
Partnership:	CIFAL Istanbul, , BAU Bridge, , BAU Bridge, , Bahçeşehir University, , Bahçeşehir University

BACKGROUND

Organized as part of the Bridge Certified International Trade and Business Program, this online training explores the evolving landscape of global trade through the lenses of innovation, sustainability, and digital transformation. Designed for university students and external participants, the program consists

of five modules aimed at enhancing participants' understanding of sustainable business models, international economic indicators, digital commerce, and innovation strategies. Aligned with the UN Sustainable Development Goals (SDGs 8, 10, and 12), the program promotes responsible business practices and equips learners with future-ready skills for the global economy.

EVENT OBJECTIVES

Understand the Link Between Sustainability and Branding: Learn how leading brands implement sustainability strategies and assess their economic, social, and environmental impact. Analyze Key Economic Indicators in International Trade: Gain knowledge of exchange rates, inflation, interest rates, and trade balances, and understand how they influence global trade policies. Explore Sustainable Business Models and Carbon Footprint Measurement: Understand how businesses develop sustainability strategies and monitor and reduce their carbon footprint. Recognize the Role of E-Commerce and Digital Transformation: Discover how digitalization reshapes global trade and creates new opportunities for businesses. Learn Innovation Management and Creative Thinking Techniques: Develop awareness of how innovation and creativity drive competitive advantage in global markets.

LEARNING OBJECTIVES

Understand the Link Between Sustainability and Branding: Learn how leading brands implement sustainability strategies and assess their economic, social, and environmental impact. Analyze Key Economic Indicators in International Trade: Gain knowledge of exchange rates, inflation, interest rates, and trade balances, and understand how they influence global trade policies. Explore Sustainable Business Models and Carbon Footprint Measurement: Understand how businesses develop sustainability strategies and monitor and reduce their carbon footprint. Recognize the Role of E-Commerce and Digital Transformation: Discover how digitalization reshapes global trade and creates new opportunities for businesses. Learn Innovation Management and Creative Thinking Techniques: Develop awareness of how innovation and creativity drive competitive advantage in global markets.

CONTENT AND STRUCTURE

The program consists of five online modules covering key topics in global trade: sustainability and branding, economic indicators, sustainable business models, digital transformation and e-commerce, and innovation management. Each module includes expert-led sessions, real-world case studies, and interactive components to encourage active learning and engagement. Participants must attend at least 75% of sessions to receive a certificate.

METHODOLOGY

The program uses an interactive, online learning approach that blends expert-led lectures with real-life case studies and participant engagement. It emphasizes practical understanding through examples, discussions, and reflection to connect theory with real-world trade dynamics.

TARGETED AUDIENCE

Students