

When the going gets tough, the tough get ...online?

17th November 2008 (Dublin, Ireland) The Irish International Freight Association is the latest Irish organisation to embrace online marketing with the launch of their first promotional video on YouTube.

“Freight forwarding is an industry where to shy away from technological advances means you get left behind. It made sense therefore for our association to embrace technology in order to reach as many of the freight forwarding community as possible,” said Colm Walsh, CEO of the Irish International Freight Association. “Our venture into YouTube came about because we wanted to promote our latest course, the FIATA Diploma in Freight Forwarding.”

Along with the use of YouTube, the IIFA has also embraced social media network Facebook by creating a page entitled “FIATA Diploma in Freight Forwarding Course – Ireland” which will provide an online ‘meeting point’ for the participants. The association has also invested in Google AdWords, and Facebook Ads in order to promote their new course.

“So far the response to the YouTube clip has been very positive and we have already received a great amount of interest in the course,” said Mr Walsh.

The course is set to start on the 25th of November 2008 and is funded by the International Trade Skillnet. Full details of the course, along with the YouTube videos, are on the IIFA web site: www.iifa.ie

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About the IIFA

The IIFA is the sole representative body and official voice of the freight forwarding sector in Ireland. Established in 1962, it currently has 100 members who collectively employ more than 3,000 people and handle more than 90% of Ireland's €148 billion international merchandise trade. Through its membership of the Customs Consultative Committee (CCC) and Trade Facilitation Ireland (TFI) the association participates in discussions on local issues affecting international trade. Representation at international level is conducted through IIFA's membership of FIATA. The association's overall aim is to ensure that the concerns of members and their clients are heard and acted upon, thus ensuring that the flow of physical trade between Ireland and the rest of the world is as efficient and cost-effective as possible. The FIATA "Diploma in Freight Forwarding" is scheduled to launch at the end of November 2008. For more information or to apply online, please visit www.iifa.ie

About Skillnet

Skillnets is an enterprise-led support body dedicated to the promotion and facilitation of learning as a key element in sustaining Ireland's national competitiveness.

Skillnets supports networks of enterprises to engage in training under the Learning Networks Programme. These Learning Networks, now referred to as 'Skillnets', are led and managed by the enterprises themselves and have created and delivered training programmes across a broad range of industry and service sectors nationwide. Since 1999, Skillnets has facilitated over 10,000 Irish enterprises, in over 150 networks to improve the range, scope and quality of training and allowed over 50,000 employees to improve and meet their skills needs. For more information please visit www.skillnets.ie

About FIATA

FIATA, in French 'Federation Internationale des Associations de Transtaires et Assimiles', in English 'International Federation of Freight Forwarders Associations' was founded in Vienna/Austria on May 31, 1926. FIATA, a non-governmental organisation, represents today an industry covering approximately 40,000 forwarding and logistics firms, also known as the

"Architects of Transport", employing around 8 - 10 million people in 150 countries. In summary FIATA is the largest non-governmental organisation in the field of transportation. Its influence is worldwide. For more information please visit www.fiata.com

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