

2015 International Trade Certification Program

Day 1 – Market Entry Strategies and Global Market Research

- Market Entry Strategies and Country Analysis
- Global Market Research techniques
- Market Entry Case Study
- Business Etiquette 101
- Global Marketing 101
- Developing International Marketing Plan

Day 2 – Import/Export Logistics and Compliance

- Overview of air freight
 - General types of aircraft
 - General process for booking
 - Calculation of airfreight charges
- Overview of ocean freight
 - Types of containers
 - General process for booking
 - Calculation of ocean charges
- Overview of trailer and rail transport
- Role of the forwarder
- INCOTerms
- Documentation
 - Commercial invoice
 - Packing list
 - Bill of lading
 - Insurance certificate
 - Certificate of origin
 - Other trade documentation
- Cargo insurance
- Import compliance overview
 - Role of US Customs in import
 - Role of other government agencies
 - US Customs entry process
 - US Customs bonds
 - Import Tariff Numbers
 - Types of duty
 - Duty payment
 - Foreign trade zones
 - Security programs
 - Importer Security Filing (ISF)
 - C-TPAT
 - FAST
 - Marking Requirements
- Export compliance overview
 - Government agencies involved in export compliance
 - EAR or ITAR?
 - Commodity Jurisdiction
 - Determining Export License Requirements
 - Export Control Classification Number (ECCN)

- Commerce Control Chart (CCC)
- Embargoes & Sanctions
- Denied Parties Screening Lists
- Prohibited End-Uses
- Schedule B Numbers
- Automated Export System (AES)
- Free Trade Agreements
 - Summary of existing, new, and pending FTA's
 - NAFTA
 - Certificate of Origin
 - Rules of origin
 - Tariff Shifts
 - Regional Value Content
 - De minimis rule
- Foreign standards and regulations
- Records and Recordkeeping Requirements

Day 3 – International Legal Considerations and International Payment

International Tax considerations

- Exporting Goods to Foreign Countries
 - Indirect Taxes
 - Import Duties
 - Excise Taxes
 - Value Added Taxes/Goods and Service Taxes
 - Direct Taxes
 - Taxable Presence
 - Double Taxation Treaties
 - U.S. Export Tax Incentive

International Legal Considerations

- International sales and distribution agreements
- Intellectual Property Protection (IPP)
 - Patents
 - Copyright
 - Trademarks
- Import / Export Policy
- Import / Export Compliance Plans
- Foreign Corrupt Practices Act (FCPA)
- Anti-boycott Compliance
- Best practices for interacting with US Government agencies

International Payment

- Risk awareness and risk management
- Know your customer (KYC)
- Understanding the trade cycle

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- International payment method overview
 - Cash in advance
 - Letters of credit
 - Documentary collections
 - Open account
- Overview of payment types
- Trade Finance
 - Pre-Export
 - L/C Financing
 - Receivables Financing
 - Post Export Financing
- Role of Export-Import Bank
- Foreign Currency Exchange
 - Currency risk overview
 - Hedging techniques
- Trade Credit Insurance