

# International Trade Specialist Accreditation Programme



## Export Market Entry Strategy

This course offers a real and practical vision of International Marketing. The basic marketing concepts are explored (the 4 P's, segmentation, the marketing plan, etc.) as they are applied to International Trade. The course analyses how the image of a particular country may influence its exports. Practical case studies and simulations are extensively used as the student advances in the development of an Export Market Entry Strategy implementation plan.



## COURSE OUTLINE

- ❑ INTRODUCTION TO INTERNATIONAL MARKETING
  - Marketing: Concepts & Criteria
  - Marketing Mix
  - Industrial Product Marketing and Consumer Product Marketing
  - Services Marketing.
  - The International Marketing Plan
- ❑ EXPORTING
  - Challenges to Overcome
  - Resources Needed
  - How to Start an Exporting Activity
  - 7 Steps in Exporting
- ❑ MARKET RESEARCH
  - Information Systems
  - What to Export? Where to Export? How to Export?
  - Research Methods
  - The Parts of a Market Research Study
- ❑ A BUSINESS TRIP
  - A Simulation of a Business Trip to Prospect a Market
  - Everything from the Initial Market Research to the Close of a Sale
- ❑ SEGMENTATION
  - Segmentation. Criteria. Stages. Strategies.
- ❑ DIRECT / INDIRECT EXPORTS
  - Importer
  - Representative
  - Company Personnel
  - Sales Subsidiary
  - Production Subsidiary

- Licence
- Franchise
- Other Channels
  
- THE EXPORT DEPARTMENT
  - Organisation and Organisational Chart
  - Functions of the The Export Director and The Export Clerk
  
- SALES NETWORK MANAGEMENT
  - Sales Representative Selection Criteria
  - The Representation Contract
  - Recruitment Methods
  - Control of Representative's Work
  
- INTERNATIONAL DISTRIBUTION
  - Foreign Trade Consultancy ("Combination Export Manager")
  - Complimentary Exports
  - Export Associations
  - Trading Companies
  - Distributor / Importer
  - Representative
  - Direct Personnel
  - Sales Offices
  - Production Subsidiaries
  
- INTERNATIONAL SALES IN HYPERMARKETS
  - Hypermarkets
  - Appointed Agents and Purchasing Departments
  
- INTERNATIONAL PRODUCT POLICIES
  - Products and International Markets
  - Positioning
  - Product Policies
  
- COUNTRY IMAGE
  - Country's Brand Image
  - Criteria that Make Up a Country's Image
  
- INTERCULTURAL MANAGEMENT
  - Every Country is Different
  - Universal Stereotypes and Cultural Types
  - Related Theories (Maslow, CAR, Diffusion, etc.)
  
- INTERNATIONAL PRICING POLICIES
  - Prices in International Markets
  - The Export Price
  - Pricing Strategies
  
- INTERNATIONAL PROMOTION POLICIES
  - Direct and Indirect Promotion
  - The Export Catalogue
  - Promotional Mix: Advertising & Publicity
  
- INTERNATIONAL FAIRS
  - Attendance Objectives
  - Organisation
  - Fair Marketing
  - After-Fair Activities

**Technical Data:**

1 CD-ROM. More than 750 multimedia pages of information. 1,800 photos. Over 280Mb of audio and video.

# International Trade Specialist Accreditation Programme



## Trade and Customs Practice

The Global Market is a reality that companies should be aware of. The impact of regional agreements (Euro Zone, Mercosur, NAFTA, ASEAN) and developments within the WTO influences the whole world economy. This core subject in the ITS Accreditation programme provides participants with a thorough grounding in International Trade and Customs Practice.

**ITS ACCREDITATION** Trade Practice Incoterms 2000

**FOB (...) = Free On Board (named port of shipment)** The 13 Incoterms

How it works  
Graphical Example

The exporter is responsible for the delivery of the goods to the port of shipment, placement of the goods on board the vessel and clearance of the goods for export. The exporter has fulfilled his obligations once the goods have passed the ship's rail at the named port of shipment. This term can be used only for sea or inland waterway transport.

Mr. Thomas Smith  
Expert - Primary Belton

Mr. Ana Hederova  
Expert - Primary Belton

Exporter's Obligations  
Importer's Obligations  
Loading and Stowing

## COURSE OUTLINE

- INTRODUCTION TO INTERNATIONAL TRADE
  - Development of the International Economy: Historical Review
  - Globalisation of the Economy
  - From GATT to the WTO
  - Types of Economic Agreements
  - Review of Main Trade Organisations
  - International Trade Blocs and Economic Organisations (EU, Mercosur, NAFTA, Andean Community, Caricom, and Many Others!)
- INCOTERMS 2000
  - How Incoterms 2000 Work
  - Analysis of the 13 Incoterms
  - Limitations of the Incoterms
  - Incoterms 1990 vs 2000
  - Incoterms 2000 & Trade Terms USA
  - Transport and Incoterms
- CUSTOMS PROCEDURES
  - Customs Agent and Customs Functions
  - Entry of Goods into the EU
  - Summary Declaration
  - Customs Treatment and Use
  - Economic Customs Procedures
  - Intra-Community Trade (VIES)
  - Trade Embargoes
  - Origin of Goods
  - Customs Value of Goods and Valuation Methods
  - Goods Classification Systems (HS, CN, TARIC)
  - Import and Export SAD

❑ IMPORTING

- Import in the European Union
- Import Customs Procedures
- SAD (Single Administrative Document)
- VAT on Imported Goods

❑ INTERNATIONAL TRADE DOCUMENTATION

- Export Procedures & Documentation Introduction
- Documents of Origin
- Commercial Documents
- Administrative Documents
- Insurance Documents
- Transport Documents and Other Documents
- Documents and Incoterms 2000

❑ INTERNATIONAL MODES OF TRANSPORT

In this unit characteristics of each mode of transport are analysed, as well as conventions governing each mode, freight, insurance, related documents, etc.

- Air Transport
- Road Transport
- Rail Transport
- Multimodal Transport

❑ MARINE TRANSPORT

- The Marine Transport Market
- Parties Involved in Marine Shipments
- Types of Vessels
- Useful Marine Transport Definitions
- Legislation
- Documentation
- Marine Transport Costs
- Marine Insurance

❑ INTERNATIONAL TRANSPORT AND LOGISTICS

- Transport and Packaging
- Logistics (Evolution, Types, Concepts, etc.)
- Modes of Transport and Logistics
- Operators and Logistical Infrastructures
- Useful Logistics Terms
- Supply Methods
- Selecting a Logistics Company
- Transport Insurance

❑ EXPORT PACKAGING

- Objectives of Packing
- Selection Criteria for Packing
- Packing Materials
- Packing Marks
- Packing and Multimodal Transport
- Pallets
- Containers
- Handling Goods

❑ INTERNATIONAL CONTRACTS

- Contracts and Incoterms
- Guidelines on Drawing Up an International Contract
- Clauses of a Contract (Descriptions + Examples). Arbitration
- Examples of Contracts

**Technical Data:** 1 CD-ROM. More than 600 multimedia pages of information. 1,000+ photos. Over 150 Mb of audio and video.

# International Trade Specialist Accreditation Programme



## Finance of International Trade

This course covers all aspects related to financing an export transaction and obtaining payment. Learners will examine how to receive and effect payment for international contracts of sale. The primary focus is on export methods of payment with the information presented also applicable to import trade transactions.

**ITS ACCREDITATION** Trade Finance Documentary Collections

**Guaranteed or Avalised Bills of Exchange** Comment

The collection order may specify that the Bill of Exchange must be accepted by the Drawee and also guaranteed or availed by the importer's bank prior to release of the documents:

Once guaranteed or availed, then the importer's bank has added its undertaking that payment will be made on the maturity date.

**Discounting** Text

Provided a Term Bill of Exchange is accepted by a good credit worthy buyer or guaranteed (availed) by an acceptable bank, the exporter's bank may consider discounting the Bill of Exchange for the exporter. By discounting the Term Bill of Exchange, the exporter's bank will pay the exporter the face amount of the Bill of Exchange less a discount based on the interbank rate plus a margin in respect of the risk premium.

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## COURSE OUTLINE

- METHODS OF PAYMENT
  - Classification of the Different Methods of Payment
  - Method of Payment Selection Criteria
  - Methods of Payment Analysis
  - Personal Cheque
  - Bank Draft
  - Payment Order
  - Clean Collection
  - Documentary Collection
  - Markets and Methods of Payment
- DOCUMENTARY COLLECTIONS
  - Export Documentary Collection
  - Export Clean Collection
  - Import Documentary Collection
- DOCUMENTARY CREDITS
  - Why are Documentary Credits Used?
  - Advantages and Disadvantages of the L/C
  - Keywords in the L/C
  - Types of L/C
  - Functioning of the L/C
  - Documents under the L/C

- ❑ IMPORT DOCUMENTARY CREDITS
  - Requirements for Import L/C
  - How They Work
  
- ❑ BONDS AND GUARANTEES
  - Types of Bonds and Guarantees
  - Bonds & Guarantees and Documentary Credits
  - Managing of Bonds and Guarantees
  
- ❑ FORFAITING AND FACTORING
  - Factoring
  - Invoice Discounting
  - Forfaiting
  
- ❑ EBRD TRADE FACILITATION PROGRAMME
  - TFP Training
  - Issuing and Confirming Banks
  - EBRD Guarantee

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# International Trade Specialist Accreditation Programme



## *eBusiness for International Trade*

Electronic commerce gives companies the possibility to sell their products and services in a new digital market, to establish a new relationship with clients and suppliers, to reduce costs, design new distribution strategies, etc. However, in order to do this a detailed knowledge of the fundamentals of this new market is necessary.



## COURSE OUTLINE

- ❑ FUNDAMENTALS OF DIGITISATION
  - What is eBusiness?
  - Changes in Business Concepts
  - Impact of Digitisation
  - Digitisation in Global Terms
  - Binary Theory
  - Digitisation in Practice
- ❑ THE DIGITAL ECONOMY
  - What is the Internet?
  - The Digital Economy: Facts
  - Adapting to the Digital Economy
  - Positive and Negative Factors
  - Impact of Digitisation
- ❑ eCOMMERCE
  - The Traditional Economy
  - Types of Market
  - Business Models
  - From eBusiness to Business
  - Advantages of eBusiness
- ❑ eCOMMERCE RISK MANAGEMENT
  - Why eCommerce Needs Risk Management
  - Cyber Crime
  - Security on the Internet

- ❑ eMARKETING I
  - Global Marketing
  - Marketing Concepts
  - The Marketing Mix
  - The eMarketing Plan
- ❑ eMARKETING II
  - Market Segmentation: How?
  - Types of Segmentation
  - Country Image
  - Intercultural Management
- ❑ eBUSINESS DEPARTMENT
  - eBusiness Department Structure
  - Human Resources
  - Management Structure
  - Department Organisation
  - eBusiness Manager
  - Internet / Intranet
- ❑ eBUSINESS IMPLEMENTATION
  - How to Begin Digital Business Activity
  - Elements of Implementation
  - Human Resources in eBusiness
  - Digital Business Model
- ❑ eENTREPRENEUR
  - eEntrepreneur Profile
  - Sources of Financing
  - The Business Plan
- ❑ ePRODUCT
  - Bits and Atoms
  - Types of Product
  - Product Design
  - From Atoms to Bits
  - Product Policies
- ❑ BRAND AND POSITIONING
  - The Importance of a Brand Name
  - Positioning a Product: Criteria, Strategies, Stages
- ❑ eDISTRIBUTION
  - Is Online Distribution Effective?
  - Traditional Distribution
  - Intermediaries in Digital Market
  - The eIntermediary Profile
  - Traditional or eDistribution for Your Business?
- ❑ eLOGISTICS
  - What is Logistics?
  - Types of Logistics
  - Selecting a Logistics Company
  - eLogistics
- ❑ INTERNET PRICING POLICY
  - What Comprises Final Price?
  - Global or Local Prices?
  - How to Determine the Export Price
  - Prices on the Web
  - Digital Money

- ❑ ePROMOTION
  - How to Attract Customers
  - Banners
  - Traditional Promotion Concepts
  - Online Promotion
  - Affiliate Programs
  
- ❑ ONLINE SHOPS
  - Traditional and Online Shops
  - Self-Service Concept
  - Online Sale
  
- ❑ ONLINE AUDIENCE
  - Website Analysis
  - Types of Reports
  - Auditing
  - Banner Advertising Campaign
  - Top 10...
  
- ❑ SEARCH ENGINE REGISTRATION
  - Before You Start
  - Prepare Your Website
  - What is a Search Engine?
  - Search Engine Submission
  - Examples of How to Register with Some Search Engines
  
- ❑ eSECURITY
  - Risks on the Internet
  - Encrypting
  - Digital Signatures
  - Digital Certificate
  - SSL Protocol
  - Secure Electronic Transactions
  - New Instruments
  
- ❑ LANGUAGES ON THE INTERNET
  - The Dominance of English
  - European Languages
  - Asian Languages
  - Language Trends

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