



2019 International Trade Certification Program

BACKGROUND: The International Trade Certification Program (ITCP) was developed by the World Trade Center Kentucky (WTC-KY) to provide the foundation for effective and efficient management of a company's international trade operations. The program also serves as a great first step for promoting our more in-depth education seminars, trade advisory services, and business trade missions.

CURRICULUM: The Certification curriculum is designed specifically for the trade practitioner. Our three-day program is taught by business experts in areas ranging from banking, tax, legal, customs compliance, market intelligence, freight forwarding, international marketing and customs brokerage. Class participants learn from instructors and classmates alike.

STRATEGY & RESULTS: The ITCP is hosted strategically throughout Kentucky each year and has an alumni network of over 400 graduates representing 125+ companies and organizations to date. These alumni earn his/her certificate of *International Commerce Specialist* after three rigorous days of class time and individual testing. The International Commerce Specialist certificate is accredited by the National Customs Brokers and Freight Forwarder's Association of America (NCBFAA).

Day 1 – Market Entry Strategies and Global Market

Research

- Market Entry Strategies and Country Analysis
- Global Market Research techniques
- Market Entry Case Study
- Global Business Etiquette
- 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
 - Harmonized Tariff Classification
 - Types of duty
 - Duty payment
 - Foreign trade zones
 - Security programs
 - Importer Security Filing (ISF)
 - Customs Trade Partnership Against Terrorism (C-TPAT)
 - Marking Requirements
- Export compliance overview
 - Government agencies involved in export compliance
 - Commodity Jurisdiction
 - Determining Export License Requirements
 - Export Control Classification Number (ECCN)
 - Commerce Control Chart (CCC)



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- 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 Free Trade Agreements
 - 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

- 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
- 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
- International payment method overview
 - Cash in advance
 - Letters of credit
 - Documentary collections
 - Open account
- Overview of payment types

- Trade Finance
 - Pre-Export
 - Letter of Credit Financing
 - Receivables Financing
 - Post Export Financing
- Role of Export-Import Bank
- Foreign Currency Exchange
 - Currency risk overview
 - Hedging techniques
- Trade Credit Insurance