

**The Centre for Management and Business Development Limited –  
Export and Innovation**

<p><b>Title of Proposed Programme</b></p>	<p>The International Trade Programme</p>
<p><b>Programme Content</b></p>	<p><b>Focus:</b> This proposal is aims to provide a series of 10 interactive workshops designed around skills development for innovative SMEs. The workshops focus on embedding skills, capabilities and knowledge in the right personnel with different departmental responsibilities, providing an integrated skill set across the firm. These developmental and progressive workshops will provide senior managers with the skills to expand their business into new export markets.</p> <p><b>Workshop 1: Trading Internationally (Introduction to exporting)</b> Export capabilities audit (resources, capacity, motives); export models (direct, indirect; ecommerce); exporting goods, services, technology; contract of sale, ancillary contracts (insurance, transport [Incoterms 2020], finance, agency); risks, cost and obligations; options for finance; managing financial risk; payment, insurance, credit; options for transportation; customs procedures, documentation.</p> <p><b>Workshop 2: Trading Internationally (Introduction to importing)</b> Importing and sourcing internationally; cost, value-chain and resources audit; international supply-chain risk and cost analysis; contract of purchase, import models (direct, indirect, ecommerce); ancillary contracts (insurance, transport [Incoterms 2020], finance, agency); risks, cost and obligations; options for finance; managing financial risk; payment, insurance, credit; options for transportation; customs procedures, documentation.</p> <p><b>Workshop 3: Market Entry</b> Growth capacity audit; market and competitor analysis; market entry strategy (cost leadership; differentiation); pricing, customer segmentation, niche market development, market research, research analysis tools and resources; marketing, communication and launch</p> <p><b>Workshop 4: Trading Internationally (Purchase and Supply)</b> Tendering in international markets, costing and pricing strategies, purchase and supply contracts; managing financial risk; payment, insurance, credit</p> <p><b>Workshop 5: Commercial Awareness</b> Strategic management tools (internal and external); business planning and decision-making; performance indicators; contract negotiation (domestic and foreign markets); cross-cultural awareness; contract management; conflict of foreign laws in contracts; leadership skills; assessing competitive advantage; stakeholder management</p>

	<p><b>Workshop 6: UK Trade and Export Finance</b> Financial risk assessment; sources of finance; trade finance options; UK Export Finance (export credit agency); secure payment options; credit options; insurance and insurable risks; transportation costs (Incoterms 2020); cost of finance; transaction costs; exchange rate costs; managing exchange rate risk</p> <p><b>Workshop 7: Logistics, Distribution and Shipping</b> Supply-chain modelling; assessing transportation options (air, sea, land, rail); Incoterms 2020 (cost, risk, delivery, insurance, obligations and liabilities); managing logistics operations; associated documentation; legal frameworks; packaging; obligations of carriers.</p> <p><b>Workshop 8: Intellectual Property Rights (IPS) Protection and Enforcement in Foreign markets</b> Defining IPRs (brand, tradenames; copyright, patents, design rights) and corporate knowledge (know-how, experience, codified knowledge); auditing and exploiting IPRs; IP strategies; developing an IP culture; protecting IP in foreign countries; country differences; Legal frameworks (TRIPs Agreement); enforcing IPRs; IP management strategies by industry and country; dealing with IP infringement</p> <p><b>Workshop 9: Digital Trade</b> Digital capabilities audit; knowledge-based firms; digital imports and exports; on-line purchase and sales; research sources, analysing and managing big-data; on-line security; using digital systems (customs; transportation); on-line brand and marketing management.</p> <p><b>Workshop 10: Customs competency</b> Import and export audit; product classification; tariff systems; role of customs; customs compliance; authorised economic operators; customs security systems; customs documentation; customs software.</p>
<b>Course delivery method</b>	Employer premises Open programme
<b>Duration</b>	10 days 2 x 3 hour sessions per day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>The benefits for the individuals taking part in the programme include:</p> <ul style="list-style-type: none"> <li>• Gain insight and understanding into how international trade works both as an exporter and and importer</li> <li>• Understand the processes and legal requirements and how to get detailed information for overseas markets</li> <li>• Become competent and confident to deal internationally</li> </ul> <p>The benefits to the delegate organisation include:</p> <ul style="list-style-type: none"> <li>• Embed the expertise to trade internationally</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop the skills within the company to confidently pursue and international trade strategy</li> <li>• Boost future business prospects by being able to access international markets</li> </ul>
<b>Target group of participants/Who should attend</b>	The programme is designed for anyone who wishes to become competent in working in international trade, while the workshops assume no prior expertise being able to use the knowledge as the programme builds will be a distinct advantage
<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	The content of the programme can be altered to suit a particular business need both in length and content or be aimed at trading internationally in a specific overseas market. For preference we would like to run the programme as an open programme so that businesses and individuals can either complete the whole programme or just participate in the areas most relevant to their needs. In either case costs will vary