

Training Program for Guizhou Delegation (China) Proposed

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Duration: 07/2003 - 12/2003

This training program is designed to provide suitable international training to business personnel in various stages of their professional development.

The topics on US economy, small business development, international trade, finance, marketing and E-Commerce is designed as comprehensive series of strategic training seminars and technical assistance that consist of 3 hours daily training program followed by 1 hour one-on-one counseling/consulting session.

The focus of this combined program is to address several aspects, considerations and characteristics of the global marketplace.

To reach this objective, the best experts are used to deliver high quality training information and guidance, so that participants can increase their internal competency to engage successfully in the international trade.

How to do Business with US Companies

Instructor

This seminar will address such issues as U.S. demographics, North American Free Trade Agreement/transborder issues, export financing and government support programs, business culture and management strategies.

US Markets

Instructor

The US has one of the most advanced economies in the world, and leads the way in the information technology revolution and in many other areas of technical innovation. Its manufacturing base accounted for 17% of GDP in 2000, while its agricultural sector is very small but also very productive. The US is by far the world's leading economic power. Its GDP totalled US\$10.2trn in 2001; assuming international purchasing power parity, this was three times the size of Japan's output, almost five times the size of Germany's and more than seven times the size of the UK's. This seminar will present the main features of the US Marketplaces through an outline of the diversity of the US economy.

US Small Business development

Instructor

There are now over 25 million small business owners in the USA alone. These are measured by the number of business tax returns reported to the IRS.

Beside addressing the importance of Small Business Development in the US economy, this session will also examine the fundamental issues of small business development such as Advancement - Challenge - Location - Money and Security

US Political Economy

Instructor:

This seminar will examine the Basic Themes in US Political Economy, The Fundamental Continuum, The Fundamental Problem, Pure Market Economy Anti-Trust Action, Democracy & Capitalism, Regulatory Issues and Conflict and Cooperation.

US Foreign Policy and Trade

Instructor:

The United States, increasingly aware that global trade is a key component of economic and foreign policy, seeks to increase exports and ensure that U.S. firms are able to compete in global markets. Moreover, the United States uses its trade promotion programs as tools to support other foreign policy objectives. US trade and investment assist developing countries around the globe in instituting market-based economies, democratically elected governments, and stability in areas of conflict.

This seminar will present the various components of US Foreign Policy and Trade and the role of the Congress and the Nation in the debate its thepresent and future direction.

International Trade Problem Solving

Instructor:

This training session will present the majospects of international trade problems through examples how the US government and companies have used international laws and organizations to reach solutions. Similarly a comparison of US and international trade laws will be examined and compared such as Contract Terms under US Law and the Vienna Convention (UN Convention on Contracts for International Sales of Goods).

US Practices of International Trade

Instructor:

This seminar will help you to understand how US Federal and State agencies are working toward bridging the gap between local US companies and foreign marketplaces. Export growth has been a consistent goal for U.S. policy makers for many years, and it's easy to see why. Every \$1 billion in export trade creates 13,000 jobs in the domestic economy, and they typically pay from 20 percent to 34 percent higher than non-exporting jobs. Exports of goods and services accounted for less than 11% of GDP in 2001. The problem is that the vast majority of U.S. firms are small and medium-size firms which don't have the resources to devote to the time-consuming and expensive process of setting up business partnerships abroad.

Countertrade

Instructor:

This seminar will present the various forms of Countertrade, their reason to be, how to organize Countertrade, the potential problems of Countertrade and where to have further information on Countertrade.

Countertrade plays a part in 20-25 percent of world trade. Countertrade consists of transactions which have as a basic characteristic a linkage, legal or otherwise, between exports and imports of goods or services in addition to, or in place of, financial settlements.

Export Management and Trading Companies

Instructor:

This seminar will address the following International documentation use by the trading companies such as:

Commercial Documents, Commercial Invoice, Packing List, Air Waybill, Dock Receipt, Warehouse Receipt, Bills of Lading (Inland and Ocean), Insurance Certificate, Shipper's Letter of Instructions (SLI), Documents for Foreign Customs Clearance, Certificates of Origin, Consular Invoice, Customs Invoice

International Business Plan

Instructor:

This seminar will present in details the International business planning process, the use of an international business plan, strategic intent and design, and the international opportunity identification and assessment that will guide you to formulate a sound international business strategy.

International Market Entry

Instructor:

This seminar, in difference to an International Marketing Strategy, will emphasize the several methods of foreign market entry including exporting, licensing, joint venture, strategic alliances, offshore production and international direct marketing, including Internet.

Basics of Exporting

Instructor:

This seminar will examine the basic elements in export documentation such as:
Export Administration Regulations
Destination Control Statement
Shipper's Export Declaration & Automated Export System
Export License Applications and Record Keeping
Antiboycott Regulations and Documentation
Controls Administered by the State Department and Othegencies

Evaluating your Export Potential

Instructor:

Once you have accumulated a list of potential product/markets, its time to narrow down your scope and identify the best two to three markets for your product. This training session will provide you with the essential indications and considerations that will help you evaluate your export potential and identify the best foreign markets where to export/introduce your product.

Finding Foreign Buyers

Instructor:

This approach is the most ambitious and difficult, since the exporter personally handles every aspect of the exporting process from market research and planning to foreign distribution and collections. The seminar will present the various aspects in conducting research and developing relationship with the buyer in foreign country.

Working with a Foreign Buyer

Instructor:

For many companies, overseas markets represent their best growth opportunity. Export credit insurance provides the means to offer open credit terms, a sure selling point with foreign buyers. This seminar will introduce this method of working with a foreign buyes well as other similar tools and financial programs.

Determining Foreign Channels Distribution

Instructor:

This seminar will help to understand how to design the right international channel of distribution by addressing the following aspects:

- What can a foreign distributor do for you
- Finding a distributor – asking the right questions
- Practical aspects of the distributor relationship
- Making your contract agreement user-friendly
- Integrating sales and marketing planning
- Is the distribution channel working?
- Managing the economic risks
- Distribution in emerging markets – special considerations
- Channel distribution – legal aspects

US Export Regulations

Instructor:

This seminar will present the US Export Regulations through an analysis of the Shipper's Export Declaration (SED), Automated Export Systems (AES), Commodity Analysis, Customs, Office of Foreign Assets Control (OFAC), State Department, Bureau of Export Administration (BXA).

Export Business Plan

Instructor:

How to develop an Export Business Plan and provide stellar service to foreign buyers, including information on export documents and the proper procedure to take for international sales.

This seminar will present the following steps in developing a roadmap toward export through an Intermediary: Export Management Companies - Trading Companies, Export Merchants/Export Agents - Foreign Trade Companies and Commissioned Agents.

Basics of Importing

Instructor:

This seminar will present the foundation of importing, with an emphasis on U.S. Customs Service requirements and Regulations and Harmonized Tariff Schedules. Other aspects examined concern importing commodities into the United States drawn upon many examples from U.S. government sources.

US Agents and Distributors

Instructor:

U.S. Agents and Distributors are hired by foreign companies to represent them in the domestic markets as these agents and distributors have a knowledge of the business practices, language, laws, and culture of the North American Marketplaces. This seminar will present the various functions and duties performed by the US Agents and distributors in their local representation of foreign companies and products.

Practices of US Agents and Distributors

Instructor:

This seminar will concentrate on the major practices of US Agents and Distributors such as the standard contractual clauses of representative contracts include appointment, sales and promotion, duration of agreement, minimum quantities, and terms, legal compliance, intellectual property protection, non-competition, confidentiality, assignment, termination notice, governing law, and priogreements.

Managing your Distribution Channels

Instructor:

Channels of distribution is one of the hottest areas in marketing and sales today. This seminar will explain explains the complexities of managing multiple channels - distributors, dealers, manufacturer's reps, VARs, private labels, brokers, wholesalers, retailers, and all the rest

Identifying Foreign Suppliers

Instructor:

This seminar will describe the procedures followed to identify foreign suppliers (sources) for your product (so you can import to the U.S.).

Once you have assessed your company's global purchasing readiness, defined the global purchasing objectives and products or service to be outsourced and set performance targets, identifying the supply markets and companies will be the next step to conduct.

This seminar will introduce the various factors and complementary steps to be taken in consideration in identifying, establishing and improving a business relationship with supply markets and companies that are suitable to your business requirements and needs.

International Purchasing

Instructor:

Manufacturers have customers and competitors in all parts of the world. This seminar is designed for those that face the challenge of both developing and managing a worldwide supply base and yet may be unfamiliar with international law, business practices, foreign exchange rates, cultural boundaries, customs, and/or common communication channels.

US Customs, Duties and Harmonized Systems

Instructor:

This seminar will address the documents needed to import / export into / from the U.S. and what are the necessary requirements and documentation such as: Valuation of Merchandise, Special Import Issues, Entry Procedures, Liquidation Process Tariff Classification, Harmonized Tariff Schedule Classification, General Rules of Interpretation, Classification of Imported Goods, Classification for Exports on NAFTA Certificate of Origin, Free and Preferential Duty Rates and Binding Ruling Program

Drawback

Instructor:

Drawback basically consists of a refund of duties paid on imported merchandise on the basis of an exportation (or destruction) of articles somehow connected to the imported merchandise. In the U.S., drawback dates back practically to the dawn of the Republic. In other nations, drawback was recognized, even before the existence of the U.S., as "the most reasonable [encouragement to exportation]." This is how Adam Smith, in his 1776 book, *The Wealth of Nations*, described drawback. This seminar will present the different changes and adjustments made to the U.S. Drawback Laws and the related implementation and administration.

Import Business Plan

Instructor:

This seminar will present in details the three steps for import success:
Planning and preparation: Source what you need, when you need it and at the right cost.

Taking delivery: Make sure your goods arrive on time.

Rules and regulations: Comply with import rules and customs procedures.

Structuring International Payment Terms

Instructor:

There are many ways to receive payment from an overseas buyer that represent low-to-no risk to the U.S. supplier, therefore ensuring payment.

This seminar will address the traditional methods of payment, including working capital guarantee programs and the amount of risk involved:

Letters of Credit

Instructor:

This seminar will focus on the importance of the Letter of Credit in international trade transaction. The emphasis will be on Letters of Credit pertaining to Export/Import Documents; Documentary Collection, Direct Collection, Receipt, Review, Preparation, Submission, Payment Role of Exporter's Bank, Application, Payment, Receipt of Documents, Role of Importer's Bank, Importer Financing and Credit Issues.

Getting Paid

Instructor:

There are many ways to receive payment from an overseas buyer that represent low-to-no risk to the U.S. supplier, therefore ensuring payment: cash in advance, letter of credit, documentary collection, and open account, listed in order of increasing risk to your company.

In addition to the aforementioned, this seminar will also address how to detect, avoid and remedy to the following aspects of Getting Paid for Export action such as: Market Access, Meeting Customer Expectations, Foreign Exchange, Political Instability, Buyer Bankruptcy and Slow Payment. Several options will be examined on how to secure export financing or to get export credit or short-term financing.

International Trade Banking Assistance

Instructor:

This seminar will introduce where companies get financing and support for their export sales and where to disburse funds quickly to fulfill any export order or if working capital is needed to finance the cost of raw materials and components, or foreign buyer is demanding credit terms. In addition, other aspects of international trade banking will be addressed such as how to establish terms of sale and provide the necessary tools for securing the foreign risk - making sure you get paid.

Managing Foreign Exchange

Instructor:

This seminar will present an overview of the International Monetary System, Mechanics of Foreign Exchange and how to identify and assess currency exposure; formulate successful hedging strategies; manage dealing practices and procedures; measure performance and account for transaction; and remove the uncertainty from international trade.

International Risk Management

Instructor:

This seminar will focus on how your company must minimize risk and maximize revenue by checking a customer, country or their respective prospect's financial position. This is an essential business practice.

Staying informed of any changes in a customer's and country status is the only way to make the most informed business decisions.

Credit risk in international trade transactions, interest rate risk and foreign exchange risk are covered. The systemic risk that existed in Latin American economies in the 1980's and the Asian region's currency and debt crisis in the late 1990s provide examples.

International Support Systems

Instructor:

This seminar will provide an insight on the structure and the functions of several support entities such as the organizations providing forwarding and shipping, social networks, export management and trading companies, and government programs. The focus here will be on how to make the most effective use of each of the above.

Getting Financing

Instructor:

There are a variety of sources to procure the necessary funding to expand your business. Some sources include the SBA trade finance programs, the Export-Import Bank of the United States, state programs, state export agencies and private sources such as banks and venture capitalists. This seminar will present these various financing options.

How to Insure and Finance Foreign Receivables **Instructor:**

This seminar will show you where and How to Obtain Export Financing and Export Insurance, through an analysis the followings:

- Applying for export loan;
- Financing foreign receivables;
- SBA, Ex-Im Bank & other government financing programs;
- Multilateral development banks;
- Export Insurance;
- Managing risk;
- Commercial credit insurance;
- Country risk insurance;
- Offsetting currency/foreign-exchange risk;
- Export insurance websites.

Venture Capital

Instructor:

Venture capital (VC) is money that typically is invested in young, growing or otherwise unproven companies that have the potential to develop into significant firms. Increasingly in recent decades, VC is an important source of funds for startup companies. This seminar will present the evolution of the VC and their criteria of selection.

Joint Ventures

Instructor:

Joint Venture Agreements typically involve two companies teaming up together to develop a product, engage in research and development, start a new line of business, enter into a cooperative marketing or distribution arrangement, or some other mutually beneficial transaction.

This seminar will address the key points to consider in setting a joint venture agreement such as Structure, Purpose, Term, Contributions, Obligations of the parties, Decision making, Dispute resolution, Employees, and After the joint venture ends.

International Resources and Resource Acquisition Strategies Instru;

This seminar will address the importance of global resources in setting a multinational business operations through the involvement of International venture capital firms, international banks, international IPO, M&A, and contract manufacturing.

International Trade Law

Instructor

This seminar will explain how the international trade law is the mixture of domestic or national law and public international law that applies to transactions for goods or services that cross national boundaries. Additional items in international trade law will be also examined such as the roles played by certain multilateral treaties in this field notably the Convention for the International Sales of Goods and several dealing with dispute resolution and the enforcement of resulting adjudications.

Agreements, Contracts

Instructor

This seminar will provide you valuable guidance and advice on how best to stipulate and meet your buyer's contractual requirements and how to navigate the procedures and regulations of complex foreign markets.

Copyrights, Patents and Trademarks

Instructor:

This seminar will seek to clarify the purpose and the characteristics of patents, copyrights, and trademarks. Although there may be some similarities among these kinds of intellectual property protection, they are different and serve different purposes.

Laws, Ethics & Realities of International Trade Instructor

U.S. companies with international operations often establish global business practices that are implemented in a similar and appropriate way across all the countries in which they operate. U.S. companies advance the cause of important social, labor, environmental, and consistent enforcement of high ethical standards; increased compensation, training and educational opportunities for workers, accelerated market and educational opportunities for workers; accelerated market reforms; transparent government regulation; and the rule of law.

Within the frame of these components of US international practice of laws and ethics, this seminar will address the related issues and realities and their respective dimension and influence in international trade transactions and environment.

Benefits of Free Trade Zones

Instructor:

Foreign trade zone operations are governed by the Act and regulations issued by the Department of commerce and the Department of the Treasury (collectively the "Regulations").

This seminar will address the various types of Free Trade Zones and their benefits for the local and national economy. While the US remain the focus of the analysis, examples from around the world will be analyzed.

Understanding Documentation

Instructor:

Documentation requirements vary from country to country so there is a very large variety of possible needs and these change constantly as rules are reviewed.

Export documents have two purposes:

To enable the movement of goods across national boundaries. i.e. through customs barriers;

To provide the means of payment for the goods.

This seminar will provide insight on the variable function and importance of the documentation in the initiation and materialization of an international trade action.

Customs Brokers Versus Freight Forwarders

Instructor:

This seminar will address the function and differences of Custom Brokers, Freight Forwarders, Ocean Carriers and Shipping Rates, Air Carriers and Shipping Rates, Surface (Truck and Rail) and Insurance

Marketing Strategy

Instructor:

Most business managers know the importance of focus, differentiation and synergy, but few know how to build these concepts into their own strategy. Many readily accept the value of market research, but few find the time or the resources to do it. Some managers have a 'gut feel' for what kind of marketing activity is most appropriate to support their own sales activity - but few have a broad experience of all marketing alternatives. This seminar will present the various steps that lead to the design and the execution of Marketing Strategy.

The SWOT Analysis for International Trade Operations Instructor:

This seminar will draw a SWOT analysis of an international trade operation and the related marketplace and local demand. A focused analysis of the importance of SWOT will be developed to evaluate the feasibility of an international trade action.

E-Commerce Tools for International Trade

Instructor:

Electronic commerce, the opening of new consumer markets, and favorable trade agreements have created even greater possibilities to sell your products abroad.

This seminar will explain how e-business transformation benefits an organization by enabling effective collaboration with global trading partners, more efficient sourcing of products and services, and improved operational processes and cost efficiencies.

Technology Transfer

Instructor:

This seminar will examine and present the issues and processes of technology transfer, including technology development and commercialization, the special management needs of a technology-based organization, managing innovation, and marketing that are key components of the technology transfer profession.

Intercultural Business Communications

Instructor:

Current research indicates that more than 30% of American managers sent abroad return sooner than planned, costing U.S. companies more than \$2.5 billion annually. This seminar will introduce the fundamentals in understanding of intercultural differences and building international communication skills that pave the way for enhanced productivity and the achievement of business objectives.

US Culture and Business

Instructor:

The US business culture is a composite business culture, with a rich and long heritage brought by initial European settlers. The US business environment continues to change as political and economic changes occur in an increasingly interdependent global economy.

This seminar will analyze current economical, political, and social trends that impact the US business culture daily, including government policy changes that frequently contribute to changes in the way in which Americans do business.

Developing Organizational Strategies and Structures for Globalization

Today's market changes rapidly and radically, forcing leaders to continually reinvent themselves and their organizations. Those who change quickly, get the opportunity to play tomorrow. Those who don't, get to seek "new opportunities."

This seminar will analyze the organizational and management concepts and practices required to maintain organizational competitiveness in the dynamic global environment

International Marketing Strategy

Instructor:

In today's highly competitive international environment, where buyers have a wide range of product choices, it has become increasingly important to closely match company capabilities and market opportunities.

This seminar covers the international marketing and international sales functions, introducing such topics as identifying and targeting international market opportunities, positioning the firm's products and services, developing a marketing mind set, designing a marketing mix, and formulating and implementing effective international marketing strategy.

Business English for International Managers

Instructor:

This seminar will address the use of business terms among US Managers and their knowledge of foreign cultures and societies. Several scenarios will be used as examples on how Business English can help International Managers to understand the US trade and business environment.

International Competencies

Instructor:

This seminar will focus on the environmental scanning and risk assessment, deal structuring and negotiation, financial analysis, industry analysis, company assessment and analysis, and country survey.

Doing Business in Key Regions

Instructor:

This seminar will address the issues and trends of trade in Europe, Asia-Pacific, Japan Latin America, Africa and the Middle East.

Issues of Doing Business Internationally

Instructor:

This seminar will give an overview of the most critical considerations in international success and failure, cultural issues, ethical issues, legal issues and people issues. An understanding of the political, economic and cultural complexities in the world.

The United States Position in the New Millennium

Instructor:

This seminar will address the new role of the United States within the globalization of trade, the development of regional trading blocks, the increasing international economic interdependence and the role of American business within the international trading, monetary, strategic and economic systems.

59 Workshops	177 hours
59 training sessions with each one duration of 3 hours give the total of	177 hours
59 consulting sessions with a duration of 1 hour give the total of	59 hours
Total:	224 hours

