

A. EXPORT PRACTICE & PROCEDURES FOR NEW EXPORTERS (LEVEL 1)

This course enables participants to learn about the fundamentals of international trading from responding to enquiries through the contacting process to international shipping and export credit control. It is aimed at SMEs who are new to exporting.

Key topics covered:

- International trade in the 21st century – challenges faced by traders – roles of multi-lateral organisations
- Where to obtain market information
- Market and customer selection and identification
- Achieving export competitiveness
- Export contracting
- Providing an export quotation
- The supply chain and shipping and distribution options
- Customs and standards requirements and compliance
- Supply chain security – trusted traders and the AEO concept
- The export credit risk, export credit control and payment options – which one to use
- Methods of shipment and distribution
- Incoterms 2010:
 - The review process
 - Reason to use them and the implications
- Cargo/transit insurance
- Documentation – movement documents, origin and commercial documents
- Free trade agreements and principles of preferential and non-preferential origin
- The WTO TFA
- Distribution channels

B. ADVANCED EXPORT PRACTICE AND TRADE FINANCE (LEVEL 2)

The course is designed to guide established exporters in how to assess and enter new markets. It also ensures that payment methods and financing options can be used for greater export exposure, providing confidence for growth.

Key topics covered:

- Assessing new markets and preferential trade agreements
- Using market access databases and the IFC Trading Across Borders Indices
- Export market research, visiting the market
- The WTO Trade Facilitation Agreement

Advice for Small Businesses
Export Promotion Training Series

- Export credit risk and credit control
- Mitigating the credit risk
- Selection of appropriate payment terms
- Trade finance options – forfeiting, factoring, credit risk insurance, EBRD’s Trade Facilitation Programme (TFP)
- Payment terms – advance payment, open account, documentary collections, bills of exchange
- Documentary Letters of Credit – introduction and procedure flow
- Types of letter of credit
- Letters of Credit – Uniform Customs and Practice and international standard banking practice – UCP 600
- International Standard Banking Practice
- Preparation of documents
- Discrepant documents – issues and solutions
- Quickfire updates on Incoterms 2010 and WCO SAFE Framework

C. EXPORT IN SERVICES

The course provides an improved understanding of export opportunities for SMEs as well as steps they must undertake to export successfully.

- Differences between export of goods and services
- WTO Principles of Trade in Services GATS
- Principles of successful services exports
- Assessing new markets
- Market visits
- Understand the culture of overseas markets
- Exporting Services – What are the Legal Issues
- Overview & Stimulus Presentation
- International agreements covering services exports – from WTO to bilaterals to recognition to cooperation agreements
- Selected legal issues in target markets - services regulation & licensing, work permits & visa, qualification requirements, insurance, intellectual property rights
- The regulatory home front: Maintaining domestic excellence & export readiness under local home law (hard and soft) – business and regulatory perspectives
- Export Services to the EU – market access, domestic regulation, sources and support tools.

CROWN AGENTS

Crown Agents is an international development company and social enterprise with a heritage stretching back to 1833. Crown Agents partner with governments, aid organisations and public and private sector organisations in nearly 100 countries. Through consultancy, supply chain management, financial and training services, they help countries grow their economies, strengthen their health systems and improve financial management. Taking on clients' fundamental challenges, Crown Agents make lasting change to the systems and organisations that are vital for people's well-being and prosperity and bring an agile and resourceful approach to complex development issues.

Crown Agents Training and Professional Development (TPD) division has been **providing training for 57 years** both as a provider of public scheduled international courses and customised (bespoke) in-country training. During this time, Crown Agents have **trained more than 50,000 delegates** at all levels, from technicians to the most senior management and those charged with governance at a national as well as an organisational level. Crown Agents help clients to develop the relevant skills, knowledge and motivation that make a real difference to the work that they do.

Crown Agents has delivered several training programmes to SMEs worldwide to support them in navigating the international trade and export environment. Only with EBRD, Crown Agents has so far trained **more than 300 SMEs in twelve different locations in EBRD countries** throughout Eastern Europe and Central Asia.

Jon Walden



Jon has been working for Crown Agents for 20 years and is the lead trainer of EBRD export trainings. Jon has extensive expertise in export and trade facilitation. He has an international trade and logistics background spanning 30 years, which provides a sound platform for his roles as consultant, trainer and author on all elements of international trade, transport and supply chain logistics. Jon is an accredited trainer in trade facilitation, international shipping and transportation, trade finance, export competitiveness, tariff and non-tariff barriers to trade and management, and customs processes and procedures. His experience enables him to develop and deliver training and mentoring programmes that are customised and adapted to the needs of each country in the region.