INTERNATIONAL TRADE PROGRAM

Course Prospectus 2016

Think International: Think ECA.
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MESSAGE FROM THE CEO

Recent research by the Export Council of Australia (ECA), such as Australia’s International Business Survey and our Advancing Trade Development report, has identified that the case for trade development has never been stronger.

We have found that developing trade through capacity and capability building is key for Australian businesses to be able to capitalise on international opportunities.

Independent analysis of such programs in the United States and United Kingdom found that investment in skills development programs can deliver a positive return on investment, and can successfully boost export capabilities leading to increased export activity.

This is why the ECA is very proud to have developed a skills development program to help companies build their capabilities to trade internationally.

I strongly encourage you to explore the training options available to you because:

1. Investment in capability development enhances the skill sets of companies.
2. Skills development and training can help reduce the risk of failure or significant setbacks when engaging internationally.
3. The critical competencies and approaches to solving real-world concerns in international business are emphasised and fostered in our workshops providing you with the experience, knowledge and confidence to be successful in the extremely competitive international business environment.
4. These workshops have been developed and specifically designed for businesses and individuals keen to deepen their knowledge and advance their career in international business.

To ensure that we continue to deliver relevant programs, the ECA is extremely pleased to have partnered with the Centre of Customs and Excise Studies (CCES), Charles Sturt University and the Australian Chamber of Commerce and Industry (the Australian Chamber) to deliver international trade education.

This partnership means that participation in the ECA’s International Business program can be the first step towards an articulated learning pathway to completion of the Advanced Diploma of International Business Management and then leading to undergraduate and postgraduate degree programs.

Kind regards

Lisa McAuley
CEO, Export Council of Australia
INTRODUCTION TO THE EXPORT COUNCIL OF AUSTRALIA

The Export Council of Australia (ECA) has a long, proud history of supporting Australian international business. For the past 60 years we have encouraged, educated and assisted Australian companies to take on the world.

The ECA has the development of Australia’s resources via the promotion of Australian industry in international markets as our primary goal. We achieve this goal by:

- Developing international business skills
- Building Australian business capacity
- Conducting international market research
- Helping to break down barriers to trade
- Building global networks
- Informing Australian trade policy

Our History

For 60 years, the Australian Institute of Export (AIEx) has provided practical education and training, advice and advocacy to the Australian export community. In 2013, following extensive consultation with our stakeholders, an evolution came about, resulting in the AIEx becoming the education division of the newly-founded Export Council of Australia (ECA).

Established in 1957, the AIEx quickly became Australia’s leading provider of education and training in international trade. Through practical education and training, AIEx assisted many thousands of companies to develop and grow business skills in international trade.

The Evolution

Recognising the changing needs of the Australian international business community, the AIEx underwent an evolution and is now a brand under the ECA. Over the past three years, the ECA has increasingly focused on developing practical programs and creating business tools that build the capability and capacity of Australian companies to grow internationally.

Export Council of Australia details:

**ABN:** 98 004 378 287  
Level 2, 22 Pitt Street  
Sydney NSW 2000  
**Ph:** + 61 2 8243 7400  
**E:** lisamcauley@export.org.au  
**W:** www.export.org.au
INTRODUCTION TO THE CENTRE FOR CUSTOMS AND EXCISE STUDIES (CCES) AND CHARLES STURT UNIVERSITY

The Centre for Customs and Excise Studies (CCES) at Charles Sturt University is the world’s leading provider of training and education in the highly specialised areas of customs and cross-border regulation. Recognised by the World Customs Organization (WCO) and our peers as international leaders in this field of education, we play a key role in establishing and maintaining the WCO Professional Standards.

The quality and range of CCES products and services is unsurpassed. No other organisation provides either the quality or range of practical, academically sound products and services. These are continually updated through our ongoing research activities to reflect contemporary and emerging issues. The WCO has officially recognised less than 20 academic programs that comply fully with the WCO Professional Standards, eight of which have been developed by CCES. For this reason, CCES is the trainer of choice for the international trading community and customs administrations around the world, as reflected in our client base which includes customs, other government agencies, international organisations and private companies in over 180 countries.

CCES research activities include comprehensive studies in areas such as free trade agreements, supply chain security, cooperative border management, customs reform and modernisation, risk management, regulatory compliance management and trade facilitation. In relation to trade facilitation, CCES has for many years played a leading role in promoting the WTO trade facilitation agenda, and as early as 2007 worked closely with the WTO, World Bank and other organisations to develop the WTO Trade Facilitation Self-Assessment Guide, a contribution which has been formally recognised by the Secretary General of the WTO.

As an Australian Government accredited Registered Training Organisation (RTO), CCES has a reputation for delivering real world and relevant education by offering industry level vocational training as well as undergraduate, postgraduate and research degrees. We provide a comprehensive range of non-award and professional development programs which are based on international best practice. Based in Canberra, CCES enjoys a number of partnerships with international institutions in Europe, Africa, Asia, North America and the Middle East.

Charles Sturt University (CSU) is the largest regionally based university in Australia, enrolling nearly 37,000 students in over 120 countries.

The University is committed to achieving excellence in education for the professions and to maintaining national leadership in flexible and distance education. Industry relevant courses and workplace learning support CSU’s learning and teaching objectives. Achieving the University’s vision and objectives involves:

- providing an accessible and effective learning environment for all students, regardless of location or mode of study
- strengthening learning and teaching partnerships with the professions and industry
- promoting, recognising and supporting good practice in learning and teaching.

The ECA and CCES partnership to deliver international trader education means that participation in the ECA International Business Journey program can be the first step on an articulated learning pathway to completion of the Advanced Diploma of International Business Management, which in turn can provide significant credit towards a CSU university qualification.
INTERNATIONAL BUSINESS JOURNEY: YOUR PATHWAY TO SUCCESS

ECA has developed a five step International Business Journey designed to provide the skills and knowledge necessary to function in international business administration and management.

The structure provides an articulated learning pathway that ensures that participants gain practical skills and knowledge of procedures associated with international business. This includes skills in the management of both internal and external relationships, which underpins all practice in international business today.

Depending upon your current knowledge and experience you can join the Journey at whichever step is best suited to you.

Whether you are new to export or have many years of experience that needs to be recognised, the ECA International Business Journey has a workshop, short course or accredited vocational Advanced Diploma suitable for you.
INTERNATIONAL BUSINESS JOURNEY

It's a big world with many opportunities! And it's time you capitalised on them!

The ECA has developed a program that can help you build your capacity and capability to become a confident participant in the world of international business.

Whether you’re just starting out on your international journey or you’re a seasoned professional, you can follow the ECA’s pathway to international success.

Hop on at the stage most relevant to your business and take on the world!

For further details contact education@export.org.au | 02 8243 7400

1 GETTING READY
Preparing your business - understand the fundamentals of international business

Speed Networking for International Business
1. Are You Ready to Go Global?
2. Preparing for Global Growth
3. Getting your business ready to capitalise on e-commerce opportunities

2 EXPORT PROCESS
Understand the nuts and bolts of international trade

1. Getting the Documentation Right
2. Pricing for International Success
3. Managing Your international Freight Risks
4. Financing for Global Growth
5. Growing Your Business Offshore
6. Supply Chain Security
7. Introduction to Rules of Origin
8. Introduction to the Principles of Tariff Classification

3 INTERNATIONAL MARKET GROWTH
Extend the international reach of your business

1. Marketing for International Growth
2. Pitching for International Success
3. Europe Wants Your Tech

Celebrate your success:
Australian Export Awards

4 INTERNATIONAL BUSINESS GROWTH
Get a greater understanding of what is happening in trade policy for Australia

1. Trade Policy workshop: Advancing Trade Development in Australia

5 HAVE YOUR KNOWLEDGE RECOGNISED
The Advanced Diploma of International Business Management
(articulates into a number of programs offered by CSU)
The below program has been developed to give companies as many options as possible, be it face-to-face workshops, online courses or a combination.

We do encourage companies to strongly consider undertaking the accredited pathway as this will ultimately lead into the International Certified Trade Professional program.

**INTERNATIONAL BUSINESS JOURNEY: PATHWAY TO ACCREDITED EDUCATION AND LEARNING**

The program offers two pathways:

**Pathway 1:** Accredited

- ECA face-to-face workshops and online courses
- Advanced Diploma
  - Enrolment
  - Assessment
  - Qualifications
- International Certified Trade Professional
  - ECA Membership
  - Qualification
  - Registration

**Pathway 2:** Non-Accredited

- ECA face-to-face workshops
- Seminars
- Conferences

**NOTE:** only modules 1-5 from Stage 2 of the international business journey are available as part of the accreditation pathway.

**PLEASE REVIEW THE OPTIONS** as you go through the prospectus to ensure that if you are looking at the Advanced Diploma you select the right modules.
INTERNATIONAL BUSINESS JOURNEY: ADVANCED DIPLOMA OF INTERNATIONAL BUSINESS MANAGEMENT

Pathway 1: Delivered as a blended learning package of both face-to-face workshops and online assessment

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<tr>
<th>Enrol</th>
<th>Workshops</th>
<th>Accredited Modules</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>International Business Experience</td>
<td>Getting the Documentation Right *Accredited</td>
<td>ADIBM601: Manage International Trade Documentation Procedures</td>
<td>Completion of Trade Documents</td>
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<td>Work Experience</td>
<td>Pricing your Product or Service for International Success *Accredited</td>
<td>ADIBM602: Apply Management Principles to International Business</td>
<td>Short Essays</td>
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<td>Prior Qualifications or Degree</td>
<td>Trade Policy Workshops</td>
<td>ADIBM603: Evaluate International Trade Economies</td>
<td>Quizzes</td>
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<td>Workplace Sponsorship</td>
<td>Growing your Business offshore *Accredited</td>
<td>ADIBM604: Apply International Trade Law Legislation</td>
<td>Assignments</td>
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<td>ADIBM605: Evaluate International Trade Finance Risk</td>
<td>Mathematical Calculations</td>
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<td>ADIBM606: Apply Market Research Techniques to International Marketing</td>
<td>Reports</td>
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<td>ADIBM608: Develop an International Market Entry Plan</td>
<td>Understanding Trade Procedures</td>
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*Accredited
Pathway 2: Delivered online only

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<td>ADIBM606: Apply Market Research Techniques to International Marketing</td>
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<td>ADIBM608: Develop an International Market Entry Plan</td>
<td>Understanding Trade Procedures</td>
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### FEE SCHEDULE

#### Pathway 1: Accredited Training

**Option 1:** Face-to-face workshops and online accredited modules
- Non-ECA members: $950 plus GST
- ECA Business members: $760 plus GST
- ECA Individual / Student members: $855 plus GST

**Option 2:** Online only
- Non-ECA members: $800 plus GST
- ECA Business members: $640 plus GST
- ECA Individual / Student members: $720 plus GST

#### Pathway 2: Non-accredited Training

**Option 1:** Face-to-face workshops (1/2 day program)
- Non-ECA members: $450 plus GST
- ECA Business members: $360 plus GST
- ECA Individual / Student members: $405 plus GST

**Option 2:** Face-to-face workshops (1 day program)
- Non-ECA members: $550 plus GST
- ECA Business members: $440 plus GST
- ECA Individual / Student members: $495 plus GST

**Option 3:** Online courses (no assessments required)
- Non-ECA members: $330 plus GST
- ECA Business members: $264 plus GST
- ECA Individual / Student members: $297 plus GST
HOW TO ENROL?
How to enrol in our Workshops and Diploma

Step 1:
Select your preferred pathway

Step 2:
Select which courses

Step 3:
Register online at www.export.org.au

Step 4:
Progress through online training

Step 4:
Complete required assessments
(assessments are only required for accredited courses)

Step 5:
Complete your pathway to accreditation and the Advanced Diploma of International Business

Step 6:
Apply to be an International Certified Trade Professional

Further information
For further information or to enquire about any of our education programs please contact us at education@export.org.au or 02 8243 7400.
# COURSE OVERVIEWS AND SCHEDULES

Examples of Course overviews for Stage 2 – Export Process

<table>
<thead>
<tr>
<th>1. Pricing Your Product or Service for International Success</th>
<th>Time</th>
<th>Duration</th>
<th>Session &amp; Topics</th>
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<td>Overview</td>
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<td>Session 1: International Contracts of Sale</td>
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<td>Session 3: Foreign Exchange Management</td>
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<td>Session 5: Costing Exercise</td>
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<td>4:00pm - 4:30pm</td>
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<td>Session 6: Risk Management</td>
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<td>• Minimizing Payment and Logistics Risks</td>
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<td>Session 2: Introduction to Incoterms</td>
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<td>Session 4: International Carriage of Goods</td>
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<td>Session 5: International Payment Documentation</td>
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<td>• Proforma Invoice</td>
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<td>• Customs Declaration</td>
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<td>Session 7: Costing Exercise</td>
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### 3. Managing Your International Freight Risks

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<td><strong>Session 1: Trade Terminology</strong></td>
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<td>• Overview of Common Terms</td>
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<td><strong>Session 2: Incoterms</strong></td>
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<td><strong>Session 3: Supply Chain Management</strong></td>
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<td>• Parties to the Process</td>
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<td>• Maintaining Value</td>
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<td>• Certificate of Origin</td>
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<td>• Bills of Exchange</td>
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<td>• Letter of Credit</td>
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<td><strong>Session 8: Transport Documentation Exercise</strong></td>
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<td>4:30pm – 5:00pm</td>
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<td>Q &amp; A</td>
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## 4. Financing for Global Growth

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<th>Time</th>
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<td>8:45am – 9:00am</td>
<td>15 minutes</td>
<td>Registration</td>
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<tr>
<td>9:00am – 9:20am</td>
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<td>Introductions</td>
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<td>9:20am – 9:30am</td>
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<td>Overview</td>
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</table>
| 9:30am – 10:00am   | 30 minutes | Session 1: Legal Framework for International Commercial Transactions  
  • Applicable Law  
  • Parties  
  • Roles and Responsibilities |
| 10:00am – 10:30am  | 30 minutes | Session 2: Methods of Payment  
  • Pre-payment  
  • Letter of Credit  
  • Documentary Collection  
  • Open Account |
| 10:30am – 11:00am  | 30 minutes | Morning Tea and Tour                                 |
| 11:00am – 11:30am  | 30 minutes | Session 3: Incoterms                                  |
| 11:30am – 12:30pm  | 60 minutes | Session 4: Foreign Exchange Management  
  • Foreign Exchange  
  • Currency Risk  
  • Options  
  • Strategy  
  • Interest Rates  
  • Hedging |
| 12:30pm – 1:30pm   | 60 minutes | Lunch                                                |
| 1:30pm – 2:00pm    | 30 minutes | Session 5: Risk Management  
  • Minimising Payment and Logistics Risks |
| 2:00pm – 2:30pm    | 30 minutes | Session 6: Insurance  
  • Marine Insurance  
  • Export Credit Insurance |
| 2:30pm – 2:45pm    | 15 minutes | Afternoon Tea                                         |
| 2:45pm – 3:30pm    | 45 minutes | Session 7: Dispute Settlement  
  • Consultation  
  • Mediation  
  • Arbitration  
  • Litigation |
| 3:30pm – 4:30pm    | 60 minutes | Session 8: Case Studies                              |
| 4:30pm – 5:00pm    | 30 minutes | Q & A                                                |
## 5. Growing Your Business Offshore

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<td>9:30am – 10:00am</td>
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<td>Session 1: International Business Culture</td>
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<td>Session 2: International Market Selection</td>
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<td>• Competitors and Alliances</td>
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<td>• Tax Structure Options</td>
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<td>• Strategic Partnerships and Investments</td>
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<td>Lunch</td>
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### 5. Growing Your Business Offshore

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<td>1:30pm – 2:30pm</td>
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<td>Session 5: Marketing and Licensing</td>
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<td>• Technology Transfer</td>
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<td>• Agencies and Distributorships</td>
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<td>• Franchising</td>
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<td>• Intellectual Property (IP) Protection</td>
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<td>Session 7: Case Studies</td>
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<td>Q &amp; A</td>
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OVERVIEW OF ONLINE ADVANCED DIPLOMA OF INTERNATIONAL BUSINESS MANAGEMENT

ADIBM601
Manage International Trade Documentation Procedures
This unit describes the skills and knowledge required to manage the preparation of international trade documentation. The purpose of this unit is to provide individuals who are responsible for managing international trade documentation procedures in an organisation with skills and knowledge in the following:

- identify and use Incoterms correctly in documentation of imports and exports,
- calculate all costs associated with international commercial transaction,
- identify the flow and main features of documentation used in international trade, and
- prepare the most commonly used documentation associated with international trade.

ADIBM602
Apply Management Principles to International Business
This unit describes the skills and knowledge required to manage an international business. The purpose of this unit is to provide individuals who are responsible for managing an international business with skills and knowledge in the following:

- managing an international business in a cross-cultural context
- analysing human resource management factors and their impact upon productivity, and
- identify the features of organisational structures which facilitate international trade.

ADIBM603
Evaluate International Trade Economies
This unit describes the skills and knowledge required for evaluating international trade economics. It aims to provide individuals who are responsible for evaluating international trade economics with the skills and knowledge in the following:

- analytical frameworks for examining international trade economic issues,
- assessing government trade policy options and their impact on a firm’s international trade, and
- understanding the fundamentals of the international monetary system.
ADIBM604
Apply International Trade Law Legislation
This unit describes the skills and knowledge required for applying international trade law legislation. It aims to provide individuals who are responsible for applying international trade law legislation in an organisation with skills and knowledge in the following:
• identifying trade legislation and the key features that are relevant to international business transactions,
• the key elements in disputes, and
• techniques for dispute resolution.

ADIBM605
Evaluate International Trade Finance Risk
This unit describes the skills and knowledge required for evaluating international trade risk. The purpose of the unit is to provide individuals who are responsible for evaluating international trade risk in an organisation with skills and knowledge in the following:
• evaluate foreign exchange risk in international business transactions,
• identify short term options in the financing of international trade,
• appraise foreign investment opportunities, and
• identify and evaluate country and political risk.

ADIBM606
Apply Market research Techniques to International Marketing
This unit describes the skills and knowledge required for applying market research techniques to international marketing. The purpose of the Unit is to provide individuals who are responsible for applying market research techniques to international marketing with the skills and knowledge in the following:
• analysing the impact of the International Environment on the market research process,
• identifying the preliminary stages of the international marketing process, and
• demonstrating the value of international marketing research design.
ADIBM607
Evaluate International Business Strategy Concepts
This unit describes the skills and knowledge required for evaluating international business management strategy concepts. The purpose of the unit is to provide individuals who are responsible for evaluating international business management strategy concepts with the skills and knowledge in the following:

• the benefits for a business in developing an international management strategy,
• the impact on a business’s resources and capabilities when developing an international business strategy, and
• the value of the implementation and control process.

ADIBM608
Develop International Market Entry Plan
This unit describes the skills and knowledge required for developing an international market entry plan. The purpose of the unit is to provide individuals who are responsible for developing an international market entry plan with the skills and knowledge in identifying the key factors influencing a firm to enter international markets.

Successful completion of the Advanced Diploma of International Business Management will eventually provide credit towards the proposed Export Council of a Australia International Certified Trade Professional (ICTP).

Applicants who successfully complete the Advanced Diploma of International Business Management will be eligible for credit when enrolling in a CSU degree program such as the Bachelor of Business, Graduate Certificate in Business and the Bachelor of Border Management.
OUR EXPERIENCE AND PARTNERS

As the peak industry body, the ECA has a 60-year history of delivering education programs to companies in Australia and overseas. The ECA’s track record speaks for itself, with literally thousands of exporters being upskilled by the ECA over the years.

The ECA has also delivered education programs for a number of well-known Australian companies, a few examples have been provided below:

• ANZ Banking Group
• Arab Bank of Australia
• Arnotts Biscuits
• Australia Post
• Bank of China
• BHP Billiton
• Codan
• Coface
• Commonwealth Bank
• Davey Water Products
• De Bortoli Wines
• DHL
• Fosters Group Ltd
• Hyundai
• John Deere
• Mitsubishi Australia Ltd
• NAB
• New South Wales, Queensland and Western Australian Governments (where ECA delivers their Export Awards programs)
• Noja Power
• NYK Line
• QBE
• Sunrice
• Tasmanian and Northern Territory Governments (where ECA is delivering a series of Export 101 workshops)
• Tassal
• Tatura Milk Industries
• The Victorian Department of Economic, Jobs, Transport and Resources
STAGE 1: GETTING READY
1.1 ARE YOU READY TO GO GLOBAL?

Navigate towards success on your international business journey by preparing yourself for the fundamentals of international business.

This half day workshop will cover the basic skills and knowledge required to access and prepare your business for entering global markets. The workshop has been created to help you to develop a successful market entry strategy and provides tools to identify global opportunities to ensure you are ready for international business success.

Topics include:

- Why go global?
- Marketing methods
- Your Unique Selling Proposition (USP) / Unique Value Proposition (UVP) - what makes you unique?
- Choosing an international market for you
- Market entry strategies
- Cultural considerations
- Translation services
- Who’s who in the export zoo
- International business planning 101
- Product and service readiness.

Who should attend:

The Export Council of Australia (ECA) recommends this workshop for companies that are currently looking to grow the business internationally. This workshop is aimed at business owners, business development or sales managers.

Workshop materials:

Participants will receive a workshop folder including:

- Workshop booklet
- International Business Plan template
- Market Entry template
- Export Readiness checklist
- SWOT Analysis template
- Doing Business in China app as a downloadable business resource
- FTA Tool overview
- Certificate of completion.

* Non-accredited
STAGE 1: GETTING READY

1.2 PREPARING FOR GLOBAL GROWTH

Navigate towards success on your international business journey by being prepared for the fundamentals of international business. This half day workshop will cover the basics of logistics and pricing required to prepare your business for entering global markets.

The workshop has been created to equip you with the skills needed to make informed decisions regarding your international business strategy.

Topics include:

- Export payment methods and finance
- Logistics and the supply chain
- Incoterms® 2010
- Packaging
- International pricing
- Contracts
- Intellectual property
- Accessing government grants.

This workshop covers the factors involved in developing an international pricing strategy in relation to logistics.

Who should attend:

The ECA recommends this workshop for companies that are currently looking to export goods.

This workshop is aimed at business owners, business development managers and sales managers.

Workshop materials:

Participants will receive a workshop folder including:

- Workshop booklet
- International Business Plan template
- International Business Readiness checklist
- SWOT Analysis template
- International Pricing template
- Financing for Global Growth app as a downloadable business resource
- FTA Tool overview
- Certificate of completion.
E-commerce is growing, and so are the issues that arise.

E-commerce plays an increasingly important role in the way in which products and services are purchased. Even conservative estimates put e-commerce growth at 16% every year in the U.S. alone.

E-commerce is an exciting prospect for many businesses because it allows access to a pool of new customers without many of the challenges, risks and expenses of establishing a physical presence in a new market.

The opportunity is undoubtedly huge, but to harness it businesses need to be equipped with the necessary knowledge and skills to avoid the pitfalls and to know how to transform interest into action.

E-commerce differs from traditional paths to market in a number of ways, each of which may present new challenges for new-to-online manufacturers or retailers. Brick-and-mortar commerce requires a focus on location, merchandise assortment and display, as well as the in-store experience. E-commerce on the other hand requires a focus on order fulfillment, logistics, the online customer experience and customer lifecycle management.

Asia and the United States are home to a number of established e-commerce platforms which Australian businesses can leverage to access these massive consumer markets, and also offer tools and solutions for Australian businesses who opt for more proprietary solutions to reach new consumers in the region.

This workshop will provide you with knowledge and practical skills for getting ready to use e-commerce platforms in multiple markets to help you to grow your global business.

Topics include:

- **Export planning for e-commerce**: Before you embark on this exciting opportunity it is important to evaluate the market, including the who’s who and general how-to’s.

- **Selecting the right market**: Market research is fundamental! China might not be the right e-commerce market for your first e-commerce sale.

- **Market research**: The role of market research and the importance of undertaking market research for e-commerce opportunities.

- **Market entry options**: Is e-commerce the right distribution channel for your business?
1.3 GETTING YOUR BUSINESS READY TO CAPITALISE ON E-COMMERCE OPPORTUNITIES  

- **Separating the wheat from the chaff:** Many individuals and companies may approach you, but it is crucial to undertake thorough due diligence and ensure you are working with legitimate businesses who are the right fit and prepared to pay the right price.

- **Preparing your product for e-commerce:** You need to understand production management, packaging, branding, sizing, use by dates, labelling requirements and import requirements.

- **Managing international logistics for e-commerce:** Don’t expect to rely on your freight forwarder entirely; all companies have a duty of responsibility to understand how to manage their logistics and supply chains. This module will also cover using fulfilment outlets in country, or local options.

- **Managing international trade risk for e-commerce:** It is imperative that companies understand the basic mechanisms of managing international trade risk. This module will cover the importance of contracts, Incoterms, insurance and payment terms as part of selling through e-commerce channels, as well as liability.

- **Financial management for e-commerce:** What happens if your business takes off? Have you considered the impact on having to scale production? Have you considered how to finance the opportunity, navigate getting paid and payment collection, and managing currency and exchange risk?

- **International pricing for e-commerce:** Before you jump into any new market or channel, you must set the right price. Correctly pricing for international markets will ensure that you not only cover the additional costs involved in cross-border trade, but that you are not over-valuing your potential sales revenue. Just remember, it is difficult to go back and re-price once you have launched in a new market.

- **Protecting and managing your Intellectual Property for e-commerce:** Protecting your brand will safeguard your future sales revenue opportunities.

- **Marketing for e-commerce:** Understand your requirements to market successfully and leverage the opportunities of e-commerce. This module will also take you through the different social media channels used in that market and how important they can be in driving your success. Don’t rely on someone else to market your product!

**Who should attend:**
The ECA recommends this workshop for companies that are currently looking to export goods.

This workshop is aimed at business owners, business development managers and sales managers.
STAGE 2: EXPORT PROCESS

2.1 GETTING THE DOCUMENTATION RIGHT

The preparation of export documentation can be confusing, time consuming, costly and prone to human error, but correct export documentation is vital for any exporter to transact business in an efficient and cost effective way.

The Export Council of Australia (ECA) has developed a one-day workshop for companies looking to not only understand export documentation requirements but who are also looking for assistance in training their team in processing documentation correctly and efficiently.

The workshop will cover in detail how to prepare the following documentation, including compliance with Australian Government requirements:

- Commercial documents
- Transport documents
- Documents required by importing country authorities
- Documents required by Australian Authorities
- Special documentation
- Letters of Credit: what are they and how to use them.

Who should attend:

This practical workshop is tailored specifically to companies wanting to upskill their team in export documentation requirements, to ensure they are across all areas. Attendees will gain hands-on experience in preparing export documentation.

Workshop materials:

All participants will receive:

- Workshop booklet
- Workshop folder, including examples of documentation
- Certificate of completion

During the workshop, companies will also have an opportunity to bring their own documentation along. There will be time allocated to go through your documentation with our documentation expert!
STAGE 2: EXPORT PROCESS

2.2 PRICING FOR INTERNATIONAL SUCCESS

One of the challenges any company faces when looking to sell globally is trying to set the right prices and the terms of sale for their products and services in foreign markets.

There are many costs incurred in selling overseas and before setting any pricing strategy you need to ensure that all costings, risk management fees and strategies have been factored in.

Getting your international pricing strategy right is crucial to the success of your business. It is difficult to go back and renegotiate your price once this has been set. The workshop will help prepare you to evaluate all the factors needed when setting your international price.

Topics include:

- Incoterms® 2010
- International costing
- Risk management
- Managing your foreign exchange risk
- International sales contracts.

Who should attend:

This one day workshop is practical and interactive. It is designed for marketing managers, business development managers, import and export managers, and business owners.

Workshop materials:

All participants will receive:

- Workshop booklet
- Workshop folder and resource kit
- Template export costing worksheet
- Certificate of completion.

* Accredited
Understanding and managing freight and logistics costs are critical to enhancing competitiveness in global markets and increasing profitability. This workshop will help aid understanding of the risks involved and how to overcome them.

Topics include:

- Incoterms® 2010
- Trade terminology explained
- Common freight costs
- Choosing the right freight forwarder
- Marine insurance for air and sea cargo
- The supply chain as a Unique Value Proposition (UVP).

Who should attend:

This one day workshop is practical and interactive. It is designed specifically for those managing the import and export process as well as business owners.

Workshop materials:

All participants will receive:

- Workshop booklet
- Workshop folder and resource kit
- Examples of freight forwarding documentation
- Certificate of completion.

What is involved:

The workshop will cover vital knowledge and will also provide the opportunity for companies to bring their own quotes along. Time will be allocated to go through quotes with an international freight expert.
Doing business in international markets requires companies to understand how to easily navigate their “finance for global growth”.

Key concerns for any company looking to trade internationally are:

- How to ensure you get paid in overseas markets
- How to manage international business risk
- How to finance your international plans
- How to manage the financial process and risk when it comes to expanding internationally
- Trading in different currencies.

This workshop provides an overview of what you need to know when it comes to managing and preparing for global growth and also provides you with key contact information for experts in the field.

**Topics include:**

- Methods of payment
- Understand how a documentary letter of credit can mitigate payment risk
- Alternate methods of payment protection and other risk management strategies
- Managing foreign exchange risk
- How credit insurance can protect your receivables
- Finance options for global growth.

**Who should attend:**

This half day workshop is designed specifically for those managing the import and export process, finance managers as well as business owners.

**Workshop materials:**

All participants will receive:

- Workshop booklet
- Workshop folder and resource kit
- Access to the Finance for Global Growth app as a downloadable business resource
- Certificate of completion.
Your first forays into international markets have been successful. You may have entered into a short-term distribution arrangement or perhaps sold either goods or services via online channels, but now you realise that to grow you need to establish a more formal international presence.

Before you commit to tying up resources and spending money, you need to determine the right way forward for YOUR business.

This one-day workshop will equip you with the necessary information to make an informed decision regarding your international expansion.

Topics include:

- Choosing the right international business structure
- Selecting a distributor/agent/partner
- Choosing the right tax structure to maximise profits
- Understanding the legal requirements for international expansion
- Resource management
- Leveraging Free Trade Agreements.

Expected outcomes:

At the end of this workshop you will have:

- Practical, take home information
- The tools to make informed decisions about your international expansion
- A list of Government agencies & service providers who can help with your export journey.

Who should attend:

This workshop has been designed for successful companies looking to expand internationally. The workshop will provide benefit to representatives of both goods and services companies, particularly:

- Small business owners
- SME C-level executives
- Division Managers.
STAGE 2: EXPORT PROCESS

2.6 SUPPLY CHAIN SECURITY

Security of international trade came into sharp focus following the terrorist attacks on the United States in September 2001. This course provides an overview of the international and regional responses to security threats in the international trading environment, and also looks at the specific supply chain security requirements that industry is required to meet in the post-2001 environment. The following subjects are addressed:

- Background to international Supply Chain Security initiatives
- Overview of International Responses
  - World Customs Organization (WCO)
  - USA and Other regional response
- WCO SAFE Framework of Standards and national implementation
- Authorized Economic Operator concept, including obligations and benefits
- Mutual Recognition agreements
- The role of Business in Securing International Trade
  - physical security of buildings and premises
  - security of cargo
  - transport security
  - personnel vetting
  - protection of information systems
  - third party relationships.

Who should attend:
This workshop has been designed for successful companies looking to expand internationally. The workshop will provide benefit to representatives of both goods and services companies, particularly:

- Small business owners
- SME C-level executives
- Division Managers.
2.7 INTRODUCTION TO RULES OF ORIGIN

Historically, the problem of identifying the origin of goods was not difficult because most goods were manufactured within one country. However, few products today are made solely in one country, or even within one enterprise, reflecting the global nature of international trade. More and more, products are composites of the accumulated contributions of inputs, transformations and value-added activity of numerous producers in a variety of nations. Multinational corporations make investment decisions that are at least partly based on minimizing input costs and having ready access to relevant materials and labour to build components that are then consolidated into a final product and transported to all parts of the globe using just-in-time logistics.

This means that very often components will be sourced from a number of different countries for transport to and consolidation in a third country before being ultimately exported. What is the origin of those final goods? It may not be the country of export, depending on the nature of the goods and the processes involved. The decision becomes even more difficult if some of the components or the final good is produced within an area that is subject to a regional trade agreement with its own rules of origin.

This course includes theoretical and practical components in the followings areas:

- Preferential Rules of Origin
- Non-Preferential Rules of Origin
- Certificate of Origin
- The impact of Free Trade Agreements.

Who should attend:

This workshop has been designed for successful companies looking to expand internationally. The workshop will provide benefit to representatives of both goods and services companies, particularly:

- Small business owners
- SME C-level executives
- Division Managers.
The aim of this course is to provide an overview of the World Custom’s Organisation Harmonised System (HS) Convention which is the general basis for classification of import goods for Customs purposes. This includes an overview of the HS nomenclature and an introduction to the classification rules that are contained therein. Topics include:

- The importance of correctly classifying your product
- The Harmonized System (HS)
- Sections and Chapters of the HS Nomenclature
- Headings and Subheadings of the Nomenclature
- Identification of Goods
  - The classification process
  - Interpretation Rules
  - Harmonized System Explanatory Notes.

Who should attend:
This workshop has been designed for successful companies looking to expand internationally. The workshop will provide benefit to representatives of both goods and services companies, particularly:

- Small business owners
- SME C-level executives
- Division Managers.
STAGE 3: INTERNATIONAL MARKET GROWTH

3.1 MARKETING FOR INTERNATIONAL GROWTH

The Marketing and International Growth workshop is designed for businesses wanting to improve their market share or who are intending to enter new markets. The workshop follows the journey from researching and validating potential markets to understanding customer needs in order to develop a value proposition that will resonate with the target audience and differentiate your business from the competition. From here we look at the process of choosing the most effective channels to market and managing the potential conflicts that arise.

At the conclusion of the workshop you will:

- Understand how the market research and validation process applies to your business and the benefits it will provide
- Understand how to use customer insight to better target the market
- Develop a compelling value proposition to differentiate your business in the market
- Identify the best channels to market and proactively manage potential conflicts.

Who should attend:

- Small business owners
- Marketing managers
- Sales professionals.
STAGE 3: INTERNATIONAL MARKET GROWTH

3.2 PITCHING FOR INTERNATIONAL SUCCESS

* Non-accredited

So you’ve secured that all-important meeting with a potential overseas buyer, or perhaps you’re participating in a trade mission that will put you in front of senior decision makers. Well done!

But have you considered how you’re going to pitch your product or service to those potential buyers, or get those decision makers to sit up and take notice of your business? Remember, you may only get one shot.

This half-day workshop will equip you with the tools to confidently and effectively pitch for international success.

Practical workshop topics include:

- Building a message map
  - Creating a headline
  - Identifying key benefits
  - Reinforcing the message
- Delivering great presentations
  - Understanding your audience
  - Preparing your content
  - Dressing for success
  - Delivering confidently
  - Controlling the environment
- The basics of consultative selling
  - Identifying your target market
  - Identifying key drivers
  - Identifying the language used
  - Adapting your pitch to a specific market
  - Connecting your audience to your product / service benefits
- Dealing with objections
- Closing the sale.

Who should attend:

- Small business owners
- Marketing managers
- Sales professionals.

Expected outcomes:

At the end of this workshop you will have:

- A 30 second elevator pitch
- The tools to deliver a great presentation
- A basic sales technique.
Looking to grow your high tech business? Now is the time to explore opportunities in the European market, with over 500 million consumers across 28 countries and a regional strong demand for innovation.

Through the Europe Wants Your Tech Masterclass run by the Export Council of Australia (ECA) and designed by Exportia, you will gain a strong understanding of the export process and the pillars of export required to succeed, in addition to how to maximise your international sales results.

You will receive:

• Workshop booklet
• Workshop folder of checklists and useful materials
• Insights and knowledge from expert presenters
• Hands-on feedback about your business
• Access to tools to help you succeed.

Who should attend:

This masterclass is aimed at SMEs who would like to expand their sales into the European market. Industries include but are not limited to: information technology and digital, clean technologies, medical devices, electronics or advanced manufacturing and related service industries.

This masterclass has a focus on internationalising Australian tech companies, specifically aligned with the National Innovation and Science Agenda of the Australian Government.
STAGE 4: TRADE POLICY WORKSHOP

4.1 UNDERSTANDING HOW AUSTRALIA’S TRADE POLICY LANDSCAPE AFFECTS

The Export Council of Australia (ECA) is launching a new workshop for business leaders interested in gaining a deeper understanding of Australia’s trade policy agenda and the potential implications for your business. This workshop is also a conduit for industry, business and government to get together to discuss key trade policy decisions going forward that could affect your business, and help you navigate the everchanging policy landscape.

The workshop is aimed at coordinating industry’s voice on the key issues affecting trade in order to facilitate positive outcomes for exporters and importers.

Topics covered:
- ECA’s 2015/16 Trade Policy Recommendations
- Federal budget
- Trade policy, FTAs and the WTO
- Advancing trade development & trade promotion
- Improving trade facilitation
- Regulation and compliance.

The final part of the workshop will include the opportunity for attendees to discuss key issues impacting on their trade growth and the ECA will extend invitations for relevant state ministers to participate.

Who should attend:
The workshop is designed for those at the executive level in established companies who wish to engage more with the ECA on key trade policy issues that could impact on their business going forward. It is also relevant to anyone working at a high level in international trade related organisations.

Workshop inclusions:
In addition to materials below, participants receive:
- Morning tea and lunch
- Networking opportunity over drinks
- Certificate of completion.

Workshop materials:
- Workshop booklet
- Pre-workshop briefing notes
- Participant folder with presentation slides
- Useful fact sheets and support material.
There are many opportunities for companies and individuals to profit through importing. No matter what you are importing, you need to make sure you fully understand the import process, the rules and regulations of customs and duty, import permits, quarantine, prohibited and restricted goods requirements. Having the skills and knowledge in import procedures is vital for any import company – it’s your money and your product that is at risk.

**Topics include:**

- Understand the Trade Life Cycle and how it relates to your import business
- Learn how to develop an import plan
- Australian import requirements
- Terms of trade - what are Incoterms?
- Import documentation requirements
- What problems can be experienced when preparing import documentation?
- How to manage your import risks?
- What is the role of a freight forwarder and how can they help your import business?

**Who should attend:**

The one day import procedures workshop is relevant to companies and people currently importing or businesses considering or beginning to import. The workshop is ideal for anyone who:

- Requires a practical understanding of the import process
- Prepares the import documentation and certification for the company
- Is involved in the negotiations with overseas suppliers
- Is interested in International Trade.

**Workshop materials:**

Participants at the workshop will receive:

- Workshop booklet
- Workshop folder with support material
- Examples of import documentation
- Incoterms Quick Reference Chart
- Certificate of attendance.

**Pricing**

Details can be found at www.export.org.au.
TAILORED TRAINING SOLUTIONS

The ECA also provides training to companies, governments and service providers across the spectrum of international business experience, from pre-export to well-seasoned. We work to determine specific upskilling requirements and tailor our programs accordingly. Whether it is in-depth market training, specific sectoral advice, international pricing solutions, or a workshop focussed on marketing and sales, the ECA can develop a program that fits.

How it works:

We consult with organisations to analyse:

- Their needs;
- The skill level of individuals/companies;
- The time available for training; and
- Their budget.

In-house training can be delivered onsite or offsite, depending on requirements.

To allow for meaningful interaction between trainer(s) and delegates, in-house groups require a minimum of 10 but no more than 20 participants.

We can provide post-training mentoring and consultation services should ongoing assistant be required.
PUBLICATIONS / RESOURCES

**Australian Import Handbook - 1st Edition:** The Import Handbook is a comprehensive guide to the practical aspects of importing, essential reading for both experienced and those considering the business of importing.

**Australian Export Handbook - 21st Edition:** The essential export tool kit is a comprehensive guide to practical aspects of exporting essential for both new and experienced exporters.

**Advancing Trade Development:** A Study into International Trade: This report is a descriptive review of the excellent trade promotion services offered by public agencies in 10 select countries. The report shares their experience and contributions to international best practice.

**User’s Handbook for Documentary Credits under UCP 600:** The Users’ Handbook for Documentary Credits under UCP 600 is an introduction to users of letters of credits as well as to sellers and buyers who seek to increase their access to cross-border markets.

**The Law of Letters of Credit in China:** Chinese law is very complex and Chinese documentary credit law even more so, not only for practitioners outside China. This book sheds light on Chinese law on letters of credit and how LC disputes are resolved in Chinese courts.

**International Commercial Transactions:** In this publication Prof. Jan Ramberg, a renowned legal expert, gives a concise and lucid presentation of the legal framework as well as the commercial principles, rules and regulations surrounding cross-border transactions.

**ICC UCP 600:** ICC Uniform Customs and Practice for Documentary Credits: 2007 Revision is delivered in the publication UCP 600. The UCP 600 guide is designed to help you understand the implications of UCP on documentary letters of credit.

**ICC Model Turnkey Contract for Major Projects:** International turnkey construction projects are often complex transactions, requiring correspondingly complex legal documentation. Moreover, many such major construction projects are an important element in international development.

**ICC Model International Sale Contract:** The ICC Model International Sale Contract is a time-saving tool for traders, business men, lawyers and all parties involved in important import/export- and cross-border sales transactions.

**ICC Guide to Incoterms 2010:** This ICC Guide to Incoterms® 2010 will help importers and exporters avoid costly misunderstandings by clearly defining the responsibilities of sellers and buyers for the delivery of goods.

**ICC Model Confidentiality Agreement:** The ICC Model Confidentiality Agreement and its stand-alone model confidentiality clause are designed to assist business people and lawyers by providing balanced, reliable models that can be used in business transactions across all borders.
**SPONSORS**

**Australian Chamber of Commerce and Industry**

The Australian Chamber is Australia’s largest and most representative business association, comprising state and territory chambers of commerce and national industry associations. The Australian Chamber speaks on behalf of the Australian business community at home and abroad.

We strive to make Australia a great place to do business in order to improve everyone’s standard of living. We seek to create an environment in which businesspeople, employees and independent contractors can achieve their potential as part of a dynamic private sector. We encourage entrepreneurship and innovation to achieve prosperity, economic growth and jobs.

The Australian Chamber contributes to public discussion and government decision-making on issues that impact on business, including economics, trade, workplace relations, work health and safety and employment, education and training. We represent the broad interests of the private sector rather than individual clients or a narrow sectional interest.

**Servcorp**

In a corner space in Sydney’s MLC Centre, Servcorp was founded in 1978 by Alf Moufarrige who like any new business starting out, required office space, a receptionist and secretarial support. He quickly acknowledged that the overheads were eating into his profits so he looked to share the space, share the receptionist, share the costs and reduce the overheads. The idea of Servcorp began! As Mr. Moufarrige sold one office, he acquired the next. With enthusiasm, passion and clear vision of this new concept, the space quickly grew to one-quarter of a floor with 16 offices. Today Servcorp is operating in 150 locations in 52 cities and across 21 countries.

**RØDE Microphones**

Welcome to RØDE Microphones - a uniquely Australian owned and operated audio company. Our home is in beautiful Sydney, just 20km west of Sydney’s down town area and right near the home of the Sydney 2000 Olympics.

Comprising of two warehouses with a total footprint of over 30,000 square feet, the RØDE state-of-the-art plant has over 30 million dollars in precision machinery and a support staff of more than 140 people.

As well as our main hub in Sydney, we also have offices in Seattle, Los Angeles, New York and Hong Kong, making RØDE a truly global company.
WHY JOIN THE ECA?

Export Council of Australia's Membership

As a membership-based organisation, our core offering lies within creating value for our members through the development of programs and services that focus on building the capacity and capability of companies to help them engage and thrive in international business.

The new ECA membership benefits have been developed to address today’s business dynamics.

The ECA recognises that businesses are at different stages in their export journeys and require more flexible, tailored and comprehensive benefits. Membership benefits include discounts on all education and training programs listed in this Prospectus and ECA Publications.

As the peak membership body for Australian exporters, the ECA helps companies through:

Research: to identify and quantify the issues affecting international trade activity

Skills Development: to build the capacity and capability of Australian companies

Advocacy: make representations to government on behalf of Australian exporters to break down barriers to trade

For further information on membership benefits please visit:

www.export.org.au/membership/membership-information

Business Membership

• Small to Medium Business Membership
  $590 +GST ($20 million total revenue or under)

• Large Business Membership
  $1,200 +GST (above $20 million total revenue)

Individual Membership

• $190pa + GST

Student Membership

• $100pa + GST