

CGBP Training
August 8-10, 2023
Virtual Connection via Zoom)

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Primary Content Areas of CGBP Exam Training -

- Global Business Management
- Global Marketing
- Resources and data sources
- International Supply Chain Management – with a focus on export facilitation
- Trade Finance

This course is aligned with the national NASBITE CGBP trade professional exam and would support efforts of participants to sit for the national exam.

Specific Topics Covered / Skills Participants will learn -

- Assessing company readiness to export
- Management of risk (political, economic, finance)
- International business plan development
- Foreign market selection
- Foreign partner selection
- Foreign market entry mode
- Channel management
- International logistics – moving freight globally
- Incoterms
- International trade compliance issues
- International documentation – focus on export documents
- International payment methods
- Financing export growth
- Tax, accounting, and legal issues in international trade

Desired Outcome -

- Awareness of the crucial role for trade skills in supporting a firm's capability to expand globally
- Ability to recognize when a firm has untapped export potential
- Recognize weaknesses in a firm's trade implementation
- Recognize indicators of a firm that could lead to un-needed risk or lost opportunities globally
- Confidence in discussing top-level international trade issues
- Recognize that firms must get specific expertise to succeed globally and state and federal trade assistance providers can play a role
- Increased understanding of international trade as a competitive tool

Training Structure

To accommodate virtual learning environment, training will be structured to accommodate frequent breaks i.e. a 15-minute break following every 1-hour of instruction/discussion. Lunch breaks will be 90-minutes in length (approx. 12:30-2:00 p.m. CT). Note – All times listed are Central Time... please adjust based upon your location.

Training Agenda Overview

DAY ONE – Tuesday, August 8th - 10:00 a.m. – 5:30 p.m. CT

- Course Introduction and participant introductions
- Overview of the NASBITE CGBP
- International Trade: brief overview of trade theory and impact on business today

Global Business Management

- MedXLocal, Inc.: introductory case on export readiness
- Understanding international risk and risk assessment
- Global business planning

Global Marketing Part 1:

- Foreign Market Selection

LUNCH – On your own

Global Marketing Part 2:

- Foreign Market Entry Modes
- Foreign Partner Selection

DAY TWO – Wednesday, August 9th– 9:00 a.m. – 5:30 p.m. CT

Global Marketing Part 3:

- International Pricing, Promotion, and Advertising

Supply Chain Management Part 1:

- Logistics overview
- Incoterms
- Trade Compliance

LUNCH – On your own

Supply Chain Management Part 2:

- International Documentation

Data Source: Working Session - participants use their laptops for hands-on training

- International product classification – finding the right harmonized code and understanding the distinction between Schedule B and HTSUS
- Data sources in support of international marketing
- Export.gov
- MSU Global Edge
- World Bank Development Indicators

- USATradeOnline
- UN Comtrade
- CustomsInfo
- Kompass & D&B Hoovers/Avention
- PIERS / Datamyne
- Euromonitor

DAY THREE - Thursday, August 10th-9:00 a.m. - 4:15 p.m. CT

Trade Finance:

- International Payment Methods
- Foreign exchange overview
- Financing Export Growth

LUNCH - On your own

Tax, Accounting, and Legal Issues in International Trade

- Discussion of tax issues: tax treaties
- Accounting issues: transfer pricing, duty drawback, FTZ
- Legal issues: protecting intellectual property

NASBITE CGBP Exam - Study tips for the exam