

alfran uk Limited

developing international markets

INTERNATIONAL TRADE TRAINING COURSES

DOING BUSINESS INCHINA

One day workshop which takes a practical view of how to conduct business in China, covering market information sources, market entry options, barriers to trade and how to overcome them. Chinese business culture and how to build strong business relationships with Chinese partners is an integral and interactive part of the course.

Content

- Introduction to China and an overview of the China market
- Getting started - Identifying opportunities & identifying potential partners
- Introduction to selling to China – Marketing issues, financials etc
- Introduction to sourcing from China – Methods, sourcing issues etc
- Potential obstacles and how to overcome them
- Due diligence
- Protecting your intellectual property rights
- Memorandum of Understanding & contracts
- Approaching the market – market entry options & brief overview of investment vehicles in China
- Investment Zones
- Getting paid in China
- Building business relationships in China
- Negotiation techniques
- Practical hints & tips for visiting China

FOREIGN INVESTMENT SEMINAR

A half-day introductory workshop designed for government bodies, organisations or individuals looking to attract Foreign Investment

- How to 'package' projects and enterprises to attract European investment and through what types of media & methods
- Which EU countries have done well in inward investment & promoting their technology & products? How did they do it?
- How to get in touch with multinational companies in the EU
- Are there any 'agents' in the EU for investment into the Middle East?
- Case studies on attracting investment into Middle East from the EU

Content

- Introduction to Foreign Direct Investment
- Investment Climate
- EU Foreign Direct Investment
- Investment Promotion agencies
- Attracting SME Foreign Direct Investment
- EU member states' promotional policies
- Case Studies

INTRODUCTION TO INTERNATIONAL BUSINESS

3 day workshop designed to enable delegates to understand the international business environment that can influence a firm's overseas investment decisions. The seminar outlines the different political, economic, legal and social structures in key world markets and provides an insight into international influences such as globalisation, knowledge economies, technological change and intellectual property institutions. The seminar explores the potential market entry strategies available to firms making investment decisions both overseas and within the home market.

These include sourcing, importing, exporting, inward and outward investment, outsourcing, off-shoring and joint-venture options.

Day One

The Emerging Global Economy:

- Globalisation & Internationalisation
- The role of the World Trade Organisation
- Emerging and Developing Economies
- Transnational & Multinational Corporations

The Cultural Environment:

- Social Structures
- Culture & Religion
- Language & Communication
- Diversity & international business

Market Structures:

- Political & Economic systems
- Planned economies & Socialism
- Capitalism & Free Market economies
- Transition Economies
- Competitive Markets & Policies
- Case Study Markets: India, China, Australia, Brazil, Russia

Foreign Direct Investment:

- Inward & Outward Investment
- Trends & changes in FDI flows
- Foreign Economic Zones
- Tax Incentives & government FDI policies
- Costs & benefits of FDI strategies

DAY TWO:

International Trade Strategy:

- Why countries trade
- Comparative and Absolute Advantage
- Competitive Advantage
- Market Resources
- International Regulation

- Sourcing & Importing
- Exporting
- Selecting & setting up Distributors & Agents
- Licensing & Franchising
- Mergers & Acquisitions

Market Entry Strategies:

- Research & Market selection

Regional Economic Integration:

- Free Trade Areas & Customs Union
- Case Studies: EU, NAFTA, ASEAN
- Business benefits of Regional Integration

DAY THREE:

Knowledge Economy & Innovation:

- Intellectual Property
- Technology Transfer
- Information & Communications

- Overseas staffing strategies
- The Ex-Patriot Manager

International Trade Finance:

- Trade Financing Options
- Foreign Exchange Transactions
- Financial Planning

International Legal Environment:

- Common & Civil Laws
- EU Legal Framework
- International Institutions
- International Contracts
- Dispute Settlement

HR Management:

- Case Studies
- Assessment

PRINCIPLES OF EXPORT PRACTICE

3 day workshop designed to give delegates a basic understanding of the relevant procedures and documentation requirements involved in an international business transaction

Export Delivery Obligations – costs & risk:

- Cost of Delivery/Incoterms 2000
- Transfer of risk/ownership
- Retention of Title
- Insurance
- Law of the Contract/
- Implied Terms & Conditions/Sale of Goods Act

- Factoring/Forfaiting
- Foreign Currency Control
- Credit Insurance

Mechanics of Document Handling:

- Bills of Lading
- Air and Sea Waybills
- CMR & CIM
- Invoices/Certificates of Origin
- EUR/ATR

The Role of Banks:

- Bonds & Guarantees
- Letters of Credit/Bills of Exchange

Role of the Freight Forwarder:

- Freight Quotes
- Standard Shipping Note
- Shipping Instructions

- Local Export Control
- Inward & Outward Processing Relief
- ATA Carnet
- Tariff Classification
- Intrastats/Duty

Customs & Excise/VAT:
