



Presented by:



WORLD TRADE CENTER

Northern California

Northern California World Trade Center 2011 International Business Certificate Program

THE INTERNATIONAL BUSINESS CERTIFICATE PROGRAM (IBCP)

is a comprehensive curriculum of international trade-related training seminars that provide experienced international business professionals with the opportunity to further their knowledge, skills and connections in order to successfully compete in a constantly changing global marketplace. This unique program is offered with assistance from qualified international consultants and professionals at Sacramento-region companies currently doing business overseas.

GAIN PRACTICAL KNOWLEDGE AND SKILLS THAT MATTER

The IBCP focuses on practical, real-world aspects of global business. A classroom setting with expert instruction helps participants develop vital skills required for success in international commerce. Workshops are supplemented with practical case studies, training booklets and useful reference materials.

Upon program completion, participants will be equipped with the credentials and up-to-date knowledge to help them and their organizations continue to successfully conduct business in the competitive global marketplace.

TARGET AUDIENCE

Business executives and entrepreneurs, export/import specialists, international marketing agents, international business consultants, and trade professionals

PROGRAM SPECIFICATIONS

Time requirement: 4 seminars, totaling 13 hours. Participants must attend 3 of the 4 seminars to receive certification of training from the NorCalWTC.

PREREQUISITES

- Overall understanding of fundamental international business skills and competencies
- Company has an established domestic market and currently sells product to a customer base

*If you do not meet the above prerequisites, but are interested in participating in the IBCP, please contact Liz McChesney (lmcchesney@norcalwtc.org) about a prerequisite waiver.

2011 Seminar Courses – Round II

JUNE 24TH	International Marketing Plan
JUNE 27TH	Cross cultural Communications & Business Negotiations
DATE- TBA	International Commercial Terms and Supply Chain Management
AUGUST 29TH	Frameworks and Strategies for Going Global

Course Outline

Friday June 24th **International Marketing Plan**

The continued success of an international business means staying updated on international developments. Valuable insights will be offered on the current markets with tips and techniques for marketing products and services in different countries.

Topics covered:

- Determine Export Mode and Organization
- Conduct Market Research
- Develop Market Entry Strategy
- Choosing Pricing and Payment Terms
- Adaptation of products

Monday June 27th **Cross Cultural Communications and Business Negotiations**

Cross cultural understanding is essential to success in competitive international markets. When connecting with international businesses across the globe, it is important to have an effective cross-cultural business communications framework.. Learn more about how to deal with interpersonal challenges of communicating across cultural borders while also reviewing appropriate business behavior. Equip yourself with the tools to enhance your ability to negotiate effectively while being cognizant of cultural nuances.

Topics covered:

- Cultural self-awareness (Definitions of Culture)
 - Theories of culture and communication models
 - Behavior and attributes of successful cross-culture communicators
 - Verbal and non-verbal messages
 - Recognizing stereotypes and making them work for you in negotiations
 - Effective styles of negotiating across cultures
 - International business ethnics and how they differ among cultures
-

Date - TBA**International Commercial Terms and Supply Chain Management**

Delays in shipments are not only frustrating, but expensive. Ensure smooth delivery of your cargo by understanding current proper shipping practices, security challenges, and custom regulations. Logistics experts review the methods, services, costs, and regulatory requirements to transport goods/services internationally. Additionally, incoterms (international commercial terms) provide a common set of definitions for the most often used international terms of trade. Participants will gain a better understanding of how incoterms applications can improve their bottom line.

Topics covered:

- Basic knowledge for managing supply chain logistics in an international business context.
 - Insuring export/import transactions and minimizing risk
 - Taxes, duties, and quotas
 - Taking advantage of Free Trade Agreements
 - Packaging requirements: storage needs and container specifications
 - Trade barriers, compliance and security challenges
 - How to avoid misuse of Incoterms application from industry experts
 - Review standard/most commonly used terms
 - Protect yourself by knowing buyer vs. seller responsibilities and risks
 - Negotiating Incoterms
-

Monday August 29th**Frameworks and Strategies for Going Global**

Examine successful business models through case studies to better understand how to effectively adapt a domestic business to an international model. Reevaluate and rearticulate your goals, both short and long term. Through feedback from experts, participants will identify strengths and areas in need of improvement to cope in these tough economic times. Learn about the advantages and disadvantages of the different business models.

Topics covered:

- Identify underperforming or misaligned operations
- Gain recommendations on governance, learning technologies, outsourcing strategies, etc.
- Achieve a practical roadmap linking short- and long-term recommendations to a detailed business case
- Reduce costs and improve your learning function's contribution to the bottom line
- Pinpoint what you're doing well
- Identify proven approaches and pain points from like organizations
- Develop performance metrics that you can track and refresh over time

Register Now

Please fax the attached registration sheet to our office **916-443-2672**

Pricing

NorCalWTC Members - \$35 per class, \$125 for all 4 courses

Non-Members - \$70 per class, \$250 for all 4 courses

*Students with valid student ID will receive NorCalWTC member rate.
Courses run from 8:30 am - 12:30 pm, with registration opening at 8:00 am.

For More Information

For general information on the International Business Certificate Program, or information on course speakers and sponsorship opportunities, please contact Liz McChesney, Manager of Membership and Events, at 916-321-9146 or lmcchesney@norcalwtc.org.

If you would like to apply to teach an IBCP course in the future, please contact Michael Faust, President and CEO, at 916-321-9115 or mfaust@norcalwtc.org.