



INTERNATIONAL

# INTRODUCTION TO INTERNATIONAL TRADE



The **'Introduction to International Trade'** course will provide businesses considering exporting/importing for the first time, with a basic understanding of the key principles involved when trading internationally.

The interactive training workshop is both informative and interactive and covers the procedures needed to encourage and provide Suffolk businesses with the confidence to trade globally.

## Target Audience

The course is designed for businesses considering exporting/importing for the first time incorporating an understanding of the key areas involved when trading internationally.

This course is also suitable for employees or students to provide them with a great introduction to International trade

## Cost

**Face to Face** Interactive Workshop provides a great opportunity to network with other employers

**Member Rate £2000 + VAT**  
**Non Members £2500 + VAT**

## This 4-Day Workshop Includes:

International trade is a growing and challenging market that can bring many advantages to businesses from increased revenues to better risk management. It is also known that companies that export become 34% more productive within the first year and 11% more likely to survive.

There can be areas of misunderstanding and confusion regarding international trade. Businesses can be deterred by false assumptions about what it means to import or export. Having a clear understanding of the processes and practicalities of international trade can broaden your awareness to explore the potential business opportunities available in the global markets.

## Modules and Learning outcomes

- Understanding International Trade
- Incoterms & Tariff Commodity Code
- FTA and Rules of Origin
- Market Research & Routes to Market
- Support on Export/Import planning
- Understanding FX and Making Payments
- Cultural Awareness for International Business
- Develop your International Trade Business Plan

*This course is CPD Accredited and you will earn 24 points upon completion.*

*To find out more, please email [international@suffolkchamber.co.uk](mailto:international@suffolkchamber.co.uk)*

**[SUFFOLKCHAMBER.CO.UK/SUPPORT/INTERNATIONAL-TRADE](http://SUFFOLKCHAMBER.CO.UK/SUPPORT/INTERNATIONAL-TRADE)**