

WHAT YOU NEED TO KNOW IN INTERNATIONAL TRADE (IMPORT/EXPORT) OPERATIONS

Course content

Module	Topic
1	WHAT IS INTERNATIONAL TRADE?
i	International trade is as old as history
ii	Reasons for international trade
iii	Some international events and trade agreements influencing global trade
iv	No man is an island any more....the borderless world economy and new mindsets
v	Fundamental principles of import/export trade and operations in pictures
2	MARKETING OVERSEAS & GLOBALLY
i	The business of exporting
ii	Opportunities and export demands
iii	Checklist to guide exporting companies in its export planning
iv	Services of freight forwarding agents
v	Hallmarks or characteristics of good freight forwarders
3	SEVEN FRAMEWORKS FOR EFFECTIVE EXPORT BUSINESS
i	Strategy framework
ii	Research framework
iii	Finance framework
iv	Knowledge & skill framework
v	Network link framework
vi	Sales framework
vii	Delivery framework
4	KNOWING ONE DOZEN CATALYST OR DRIVERS OF INTERNATIONAL TRADE
i	Import/export's catalyst and enablers
ii	Shipping agents, ports, airports and airways
iii	Commercial bank's roles
iv	Insurance companies' roles
v	Chambers of commerce: local, and international
vi	Ministry of international trade and industry
5	SIMILARITIES AND DIFFERENCES BETWEEN LOCAL & INTERNATIONAL TRADE
i	Motive and aim

ii	Terms and conditions
iii	Payments, delivery mode, arbitration
iv	Laws, speed, inherent values and focus
v	Controls, regulations & guidelines, local rules, international rules
6	EXCISE & CUSTOMS DUTY & BONDED AREAS
i	What is duty, excise duty, customs duty?
ii	Bonds, kinds of bonds, bonded warehouses
7	COMMON INTERNATIONAL COMMERCIAL TERMS
i	Ex-works, free carrier
ii	FOB, free alongside ship
iii	CIF, C & F, delivered ex-ship
vi	International trade documents and forms
8	BANKING AND FINANCING INTERNATIONAL TRADE
i	Credit ways and payments
ii	Foreign exchange interplaying
iii	Documentary letter of credit
iv	Bills for collection
9	COMMON METHODS OF SETTLEMENTS OR PAYMENTS IN INTERNATIONAL TRADE
i	The involvements of banks
ii	Banks as payments agents and payment collections
iii	6 methods of payments in international trade
iv	Using clean collection
v	Using open account
vi	Using documentary credit
vii	Using documentary collection
10	DETAILED INSIGHTS INTO DOCUMENTARY CREDIT OR LETTERS OF CREDIT
i	Principle behind letter of credit
ii	Charges and relevant UCP 500 guide to apply
iii	Revocable LC
iv	Irrevocable LC
v	Red-clause LC
vi	Standby LC
vii	Revolving LC
viii	Back-to-back LC
ix	Transferable LC
11	THINGS TO UNDERSTAND IN DOCUMENTARY COLLECTION
i	Principle of documentary collection
ii	Benefits of using documentary collection

iii	Main characteristics or features of documentary collection
iv	The power of URC 522 of the LCC
v	The good point and bad side of documentary collection
12	LOOKING AT AVAILABLE BANK FINANCING FOR INTERNATIONAL TRADE
i	8 common bank's product-financing methods for importers and exporters
ii	Trust receipts
iii	Banker's acceptances
iv	Foreign bill of exchange purchased
v	Domestic bill of exchange purchased
vi	Export bills discounted
vii	Export credit refinancing scheme
viii	Shipping guarantee
ix	Bank guarantee
13	LOOKING AT AVAILABLE BANK SERVICES FOR INTERNATIONAL TRADE
i	5 typical bank services for importers and exporters
ii	Endorsement of airway bill
iii	Inward documentary credit
iii	Inward bill for collection
iv	Conformation of export documentary credit
v	Bilateral payment arrangement
14	COMMON INDEMNITIES AND BONDS (MITIGANTS) THAT TRADERS GIVE TO BANKS IN RETURN FOR ISSUANCE OF VARIOUS TYPES OF BANK GUARANTEES
i	Commitment & indemnities customers' avail to banks
ii	Indemnity by importer/con signee for a bank's shipping guarantee
iii	Indemnity by importer/consignee for bank's endorsement of airway bill
iv	Indemnity by customer for issuance of letter of guarantee
v	Indemnity by customers for issuance of performance bond
vi	Indemnity by customer for issuance of bid or tender bond
vii	Indemnity by customers for issuance of customers guarantee or immigration work permit
viii	Indemnity by customer for granting trust receipt facility
ix	Indemnity by customer for granting acceptance request for banker's acceptance and discounting
x	Indemnity by customer for pre-shipment ECR loan drawdown
xi	Indemnity by customers for liquidation of pre-shipment ECR loans
xii	Indemnity by customer for liquidation of post-shipment ECR loans

Complimentary import/export management book

Besides the course materials and hand outs, all participants will receive a complimentary copy of the book *'Your Guide To Import & Export Trade, 2nd edition'* written by Dr J. E. Ruin (the Course Facilitator).

The Course Facilitator

Dr Joseph Eby Ruin {FCCA(UK); CA(M'sia); Hon DBA-Mgt Phil (KSTU).

Hands on in international trade(import & export) financing and operations:

Joseph's hands on experience in auditing big projects was when he was the:

- (i) Regional Officer (RO) of HSBC Bank operating in Malaysia. He was the RO in 1982-84 in Imports & Exports Department of the HSBC Bank operating in Kuala Lumpur Malaysia.
- (ii) Branch Manager of The Oriental Bank Bhd KK Sabah Branch in 1984-87 where he was in charge of that bank's branches operations including servicing and meeting the needs of its import& export customers' financing and payment facilities.
- (iii) Head of Audit Division/Chief Internal Auditor of International Bank Malaysia Bhd in 1991-95, where he led his audit team to audit and reviews operations pertaining to Import & Export departments/sections in his bank's head office and at various branches.

Joseph graduated in ACCA(UK) in 1976, was an Associate Member in 1979, and elevated to Fellow Member in 1984. He is a member of The Malaysian Institute of Accountants since 1983. For his many publications of management books, newspaper articles, and the conference/seminar/workshop papers where he was invited to present his papers since 1996, he was conferred an honorary degree of Doctor of Business Administration (Mgt Philosophy) by Kursk State Technical University Russia in 2006. He was elected the Regional Director (RD) for the Malaysian Chapter of PRMIA (Professional Risk Mgrs' International Association) in November 2007, and was RD for 2007-2009. Currently h was also the Treasurer of FAAM (Fulbright scholars Alumni Association of Malaysia), 2008-2010.

Executive/managerial experience:

Joseph's executive and managerial career spanned the past 3 decades. Throughout this 30 years, he worked in 6 different banks as Branch Manager and later holding

various posts at the corporate head office. He also worked in 6 non-banking organisations where he held various executive/ managerial capacities, as Head of Internal Audit/Chief Auditor and Secretary to the Board's Audit Committee. His last job before he retired in April 2007 was as the Chief Risk Officer/Head of Risk Management Division of a large Malaysian commercial bank.

He is now the Principal/Proprietor of RiskFirst Consultancy & Training Services.

Sabbatical work:

He was awarded the US-sponsored Fulbright Professional Exchange Program in 1995/96. For this sabbatical in the US he was attached to the Institute of Internal Auditors Inc Head Office at Altamonte Springs Florida; where he participated in advanced auditing & corporate governance review workshops in Orlando Florida, Pheonix Arizona, Dallas Texas, and in Washington DC. In May 2004 he participated in the intensive workshop/seminar on risk management at INSEAD Paris France.

Speaker:

From 1996 onwards, Joseph has been a regular speaker/facilitator/panel chairman for public and inhouse forums / workshops and conferences. He has accepted invitations to deliver his papers in **Kuala Lumpur, Nairobi Kenya, Mekong Institute Khon Kaen University Thailand, Brunei, Melbourne Australia, Fontainbleu Paris France, Shanghai China, Ho Chee Min City and Hanoi Vietnam, Sydney Australia, Bangkok Thailand, Mumbai India, Singapore, Phnom Phen Cambodia, Orlando Florida, Hong Kong, Mauritius, Beijing China, Manila Philippines, Seoul Korea** , and in **Bali and Jakarta** Indonesia.

Newspaper, journals, and management books:

Since 1996 Joseph has contributed articles focusing on his areas of work. These articles are published in the local Malaysian newspapers (the NST) regularly, as well as in Malaysian business-magazines and professional newsletters/journals.

Joseph has authored 19 management-books, and among them is Your Guide To Import & Export Trade, 2nd edition that will be distributed to all participants of this Course as part of the training materials.

Joseph Eby Ruin's website is at : www.riskfirstconsult.com

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Knowledge = Theory + Experience

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