



GLOBAL TRADE ACADEMY

Building skills for building companies

Fall 2011

Building Expertise in International Supply Chain Management

Are You and Your Staff Trained to Compete and Win?

Global Trade Academy provides training and professional development to industry professionals in the fields of customs and trade compliance, import/export, logistics, risk assessment and international commerce. The training addresses the needs of both staff-level and executive-level attendees in the United States and around the world.

2011 Course Locations

Anaheim, CA
Atlanta, GA
Boston, MA
Charlotte, NC
Chicago, IL
Dallas, TX
Detroit, MI
Houston, TX
Kansas City, MO

Miami, FL
Philadelphia, PA
Princeton, NJ
Saddle Brook, NJ
St. Louis, MO
Monterrey, MX
Mexico City, MX
Toronto, Canada

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ACADEMY
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You can register for courses now
at www.learnatgta.com



Public Seminar Courses Fall 2011

City	Import Compliance	Import Compliance Manual 2 day Workshop	Tariff Classification	NAFTA & Trade Agreements	Focused Assessment & ISA prep	C-TPAT workshop	TSCA Imports & Exports	Transp. & Logistics	Letters of Credit	Export compliance	ITAR	CUSECO Exam	Customs Broker Exam Prep Intensive 2-Day Refresher
Anaheim, CA	9/20		9/21	9/22			9/23		9/13	9/14	9/15	9/16	
Atlanta, GA	9/20		9/21	9/22				10/3	10/4	10/5	10/6	10/7	
Boston, MA	11/8		11/9		11/10								9/16 9/17
Charlotte, NC	10/11		10/12	10/13				11/7	11/8	11/9	11/10		
Chicago, IL	10/18				10/19	10/20 10/21	10/25			10/26	10/27	10/28	
Dallas, TX		10/6 10/7		10/5									
Detroit, MI	12/20		12/21	12/22									
Houston, TX	10/10		10/11	10/12		10/13 10/14	11/8			11/9	11/10	11/11	
Kansas City, MO	12/12		12/14		12/15					12/16			
Miami, FL	12/15					10/31 11/1			12/13	12/14			
Philadelphia, PA				10/5	10/6				12/13	12/14	12/15	12/16	
Princeton, NJ			9/7	9/8			10/18			10/19	10/20	10/21	9/9 9/10
Saddle Brook, NJ	12/20		12/21	12/22					9/27	9/28	9/29	9/30	
St Louis, MO	10/25		10/26	10/27				11/1	11/2	11/3	11/4		
Monterrey, MX			10/11	10/12		10/13 one day only							
Mexico City, MX			12/6	12/7		12/8 one day only							
Toronto, Canada			11/15	11/16		11/17 one day only							

Class Fee & Schedule

All Class fees are in US Dollars

- Class fee is indicated at bottom of each class description
- Class hours: 8:30 am – 4:00 pm
- Break from 12:00 pm to 1:00 pm (Lunch is on your own)

Your registration fee includes:

- Textbook or Materials specific to the class topic (a \$99 value)
- Certificate of Completion suitable for framing
- CEUs—Earn NCBFAA Continuing Education Units

Import Compliance

With the passage of the Customs Modernization Act, Congress gave U.S. Customs sweeping legal power to dramatically alter the focus of the U.S. Customs mission. Targeting a larger number of importers, Customs has become more aggressive towards auditing and enforcing compliance in the areas of classification, operations, merchandise valuation and recordkeeping procedures.

Highlights of this course include:

- The Modernization Act and its implications for importers
- Import transactions from A to Z
- 10 + 2 data requirements
- Reasonable care requirements of importers
- Recordkeeping requirements
- Post Entry Adjustments
- Cargo security overview
- Fines and penalties
- Key steps to establishing an Import Compliance Program

Who Should Attend: Import Managers, Compliance Managers, Purchasing Managers, Legal and Regulatory Managers, Finance Managers, all import staff, finance personnel.

Class fee: \$495

Import Compliance Manual (2 day workshop)

Under the U.S. Customs Modernization Act, importers have significant legal responsibilities, including the development of an ongoing compliance program. Written manuals help corporations maintain a living program for compliance and to ensure that each department is aware of its corporate responsibility. This 2-day course sets the stage for developing, writing and implementing such a compliance program.

Highlights of the course include:

- The contents of an Import Compliance Manual
- Requirements of a procedure versus a policy
- The basic content of an import manual
- Key areas of risk for import transactions
- How to develop a "Reasonable Care" process
- How to distribute the manual internally upon completion
- A review of concepts that drive the Modernization Act, including Reasonable Care, Informed Compliance and Shared Responsibility
- The roles and responsibilities of key departments impacting an import transaction
- How to cite the regulations for clarification

Who should attend: Import Managers, Compliance Managers, Purchasing Managers, Legal and Regulatory Managers, Finance Managers, all import staff, finance personnel.

Class fee: \$995

Tariff Classification for Importers and Exporters (Clasificación Arancelaria para Importadores y Exportadores)

Descripción en español disponible en www.learnatgta.com

PLEASE NOTE: Our Monterrey, MX & Mexico City, MX seminars will be presented in Spanish. Atención por favor: Nuestros semi-

narios en Monterrey y Ciudad de México, MX se presentarán en español. Todos los costos del curso son en dólares estadounidenses.

The Harmonized Tariff Code (HTS) is the numeric coding system for the import and export of all commodities and a required data element for 10+2 ISF filing. Join in for an excellent overview of the General Rules of Interpretation, and the outline and structure of the HTS book. Learn how to apply the rules for choosing an import or export code, and their impact on rates of duty and trade agreements. This is an excellent course for those new to classification, as well as for individuals who have some experience but require a greater in-depth understanding of how to apply the rules.

Highlights of this course include:

- General Rules of Interpretation
- Steps to properly classify your product
- Specific types of rates of duty including Ad Valorem and Compound rates
- Differences between Column 1 and Column 2 types of duty
- HTS information required under the 10+2 requirements
- Reasonable Care guidelines for classifying your product
- Overview of Binding Rulings and how to apply for them
- Fines and penalties for non-compliance
- Working with suppliers and other global partners to establish the proper classification code for any product

Who should attend: All levels of personnel involved in the import or export of merchandise, Import Managers, Export Managers, Supply Chain Managers and Compliance Managers, engineers or technical personnel involved in classifying or providing information for classification.

Class fee: \$495

NAFTA and Trade Agreements (TLCAN/NAFTA y Acuerdos Comerciales)

Descripción en español disponible en www.learnatgta.com

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The North American Free Trade Agreement (NAFTA) was designed to facilitate trade among the United States, Mexico and Canada. To determine whether a product is eligible for NAFTA benefits requires an understanding of the rules of origin. This course will review these rules in detail, outlining a step-by-step approach to qualifying a product for this trade agreement. The basis of other trade agreements will also be reviewed, including agreements with Chile, Singapore and others. Excellent overview of NAFTA fundamentals.

Highlights of this course include:

- An introduction to NAFTA and its history
- How to qualify a product for NAFTA
- Full coverage of the Rules of Origin
- Tariff shift concepts
- Regional value content formulas
- Rules for de minimis
- Recordkeeping requirements and related issues
- Implications for the future

Who should attend: Export Managers, Import Managers, Compliance Managers, Legal and Regulatory Managers

Class fee: \$495

Focused Assessment and ISA Preparation

Whether your firm is going to be audited by Customs, or simply needs to understand how to self-assess, this course is a must. This advanced program provides an overview of: how to begin a self-audit, steps to take internally, and how to prepare multiple departments during the process. Learn key elements of auditing as well as how to choose files for review.

Highlights of this course include:

- How to identify and control events that could cause problems with U.S. Customs
- Key elements of a Customs Audit, and how to detect errors
- Risk assessment for your corporation
- Key elements of an internal control
- How to define compliance levels and develop the internal controls necessary to prevent non-compliant shipments

Who should attend: Internal Auditors, Supply Chain Managers, Import Managers, Export Managers, Compliance Managers, Legal and Regulatory Managers, Finance Managers, Human Resource Managers, import staff, internal auditors.

Class fee: \$495

C-TPAT/ Cargo Security-1 Day Workshop (Offered in Mexico, Canada, Asia, South America and Europe)

Descripción en español disponible en www.learnatgta.com

PLEASE NOTE: Our, Monterrey, MX & Mexico City, MX seminars will be presented in English with full translation into Spanish. Atención por favor: Nuestros seminarios en Monterrey y Ciudad de México, MX se presentarán en español. Todos los costos del curso son en dólares estadounidenses.

The Customs-Trade Partnership Against Terrorism (C-TPAT) was initiated in 2002, and has become the basis of cargo security programs around the world. Join this course for a review of cargo security requirements and how to complete an application. An overview of similar cargo security programs will be covered including the European AEO program, FAST, StairSec, PIP and Frontline. This is an excellent course for anyone seeking to join C-TPAT and gain access to the benefits outlined for C-TPAT members by Customs & Border Protection.

Highlights of this course include:

- The value and implications of joining the C-TPAT program
- Requirements of C-TPAT
- Steps to completing a C-TPAT application
- Benefits for Trade Partners under this program
- Identification of the key areas that need to be addressed in a C-TPAT application
- An in-depth analysis of the program, answering questions most-often asked pertaining to C-TPAT, including the application
- The validation process
- How to build awareness of the entire international supply chain

Who should attend: Compliance Managers, Supply Chain Managers, Import and Export Managers, Legal and Regulatory Managers, Finance Managers, Human Resource Managers, Warehouse Managers, Third Party Suppliers: 3PLs, transportation firms, freight forwarders, customs brokers.

Class fee: \$495

C-TPAT Comprehensive 2-day Workshop (offered in the US)

This course is offered in partnership with Customs & Trade Solutions, Inc.

Course Highlights:

- Minimum Security Requirements of C-TPAT and eligibility standards
- An in-depth analysis of the program, answering questions most often asked pertaining to C-TPAT

Export Compliance

Customs has increased its focus on exporters with new, higher penalty limits. Are you aware of your compliance responsibilities? This course covers the lifecycle of an export transaction and outlines all the key information an exporter needs to be in compliance with Export Administration Regulations (EAR). Strong emphasis will be placed on building an export management program.

Highlights of this course include:

- Export Sales—first steps in beginning an export order
- Quotes and contracts
- Incoterms
- Role of freight forwarders, and selection of business partners
- Classification of product
- Export documentation
- Modes of transport and negotiating rates
- Recordkeeping responsibilities
- Export penalties
- Elements of an effective export management and compliance program
- Export controls

Who should attend: Export Managers and Export Personnel, Supply Chain Managers, and Compliance Managers, Legal and Regulatory Managers; shipping and warehouse staff, export sales staff and Customer Service Representatives.

Class fee: \$495

ITAR

This course will provide you with an overview of the U.S. International Traffic In Arms Regulations (ITAR) and how these regulations impact your ability to do business in the international marketplace. This course will also prepare the attendee for the CUESCO (Certified US Export Compliance Officer) Exam coupled with the Import Compliance Course.

Highlights of this course include:

- Interpreting the U.S. Munitions List
- Export Licensing Requirements
- Internal Compliance Programs
- How to understand and work with the Regulations
- How to self-classify your hardware/technology
- How to draft a Commodity Jurisdiction Request
- How to register your company with the U.S. Department of State, Directorate of Defense Trade Controls
- How to apply for an export license
- How to recognize exports? of technical data under the ITAR (including the Deemed Export Rule)

Who Should Attend: This course is for business executives, international contracting specialists, contract managers and administrators, program and project managers, marketing professionals, engineers and other technical personnel, newly appointed export compliance officers, logistics personnel, and legal and financial advisors.

Class fee: \$495

CUSECO Examination

The CUSECO certification demonstrates and expertise in Export Compliance. This 4 hour exam accredited through the IIEI demonstrates knowledge and expertise in EAR and ITAR. Course are also offered on demand at our Princeton Training Facility. CUSECO exam is not eligible for membership discount rates. Students are encouraged to attend the two preceding days of courses in Export Compliance and ITAR to ensure success on the exam.

Who should attend: Attendees who have followed a training schedule through the IIEI and are prepared to demonstrate their knowledge of Exports.

Class fee: \$700

Customs Broker Exam Prep—Intensive 2-Day Refresher

This course is offered in partnership with Customs & Trade Solutions, Inc. www.ctsiadvisors.com.

This course is designed as an intense immersion for professionals already familiar with the Import Regulations and HTS book. It is a comprehensive review prior to the exam designed for students who are already in the process of a thorough preparation program and seek a final review with instruction. Participants will benefit from the thorough review of key topics most likely to appear on the exam, with exercises and activities focused on improving your response time.

Who should attend: Individuals who are completing preparations for the exam who seek an intensive refresher. Prerequisites: Global Trade Academy Customs Broker Exam Prep course, comparable program, or similar self study.

Class fee: \$995

Customs Broker Exam Correspondence Course

Can't join us for the in-person workshop or prefer to work at your own pace? Join our correspondence course where you'll work closely with an email coach. Receive weekly reading assignments as well as exercise to fully prepare you for the exam. Participants must supply their own copies of the 19 CFR import regulations and Harmonized Tariff Schedule (HTSUS), but do not have to have any previous experience in this field to succeed.

Highlights of the course include:

- Giving you the edge on how and what to study
- Statistics from previous year's exams on the questions most often asked
- Which questions are of most interest to Customs
- Flash cards, exercises, and study book included (you bring your own 19 CRF and HTSUS)

Course Registration

- 8-week calendar to follow after you leave the course; excellent way to stay on track with your study and reading program
- Certificates awarded at end of program

Who should attend: Those new to the import/export industry, those who need to understand and anticipate how customs operates and what principles guide it.

Class fee: \$795

Plan your 2011 goals today!

Register online at www.learnatgta.com or fax this form to 609-896-2025

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Please note: all cancellations or with-draw-als must be received two weeks in advance for a full refund. Cancellations or withdraw-als under two weeks, and before the start of the class, will be provided with a voucher for future classes. There are no withdrawals from the course after the course has com-menced. There are no refunds after the be-ginning date of the course, as listed above. All sales are final.

For our complete Terms and Conditions go to our website www.learnatgta.com/terms_conditions.aspx.

Registration Form

Name

Company

Address

City

State & Zip Code

Telephone

Fax

Email

Payment: enclose Check, or use American Express, Visa, MasterCard, Discover Card

Credit Card Number

Expiration Date

Name on Credit Card

Signature

Course 1

Course name

Date

City

Course 2

Course name

Date

City

Course 3

Course name

Date

City

Course 4

Course name

Date

City

ON SITE TRAINING

Your Facility, Our Experts

Consider onsite training when you have a group of employees that will benefit from learning together as a team. Our courses can be tailored to meet a specific need, and are flexible for different levels of management, from senior executives to operations. Please contact us for information on a full list of programs, and learn more about how we can adapt the program to meet your greatest need.

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If your group would like a Webinar tailored to your corporate needs, our subject matter experts will **design a Webinar to your needs—pick the topic and time frame.** Keep your staff up to date with our advanced programs: on site, locally, or via our On-Demand Webinar programs.

Go to www.learnatgta.com for details...

These publications are authored by industry experts and provide great reference material for corporations, universities and trade schools offering International Trade education. Our books provide excellent documentation for understanding the complexity of international trade and import/export regulations. For details, please visit www.learnatgta.com; Publication price is \$99+tax.

Export Compliance and Export Controls

This book provides the tools and resources necessary for navigating U.S. export controls with ease.

Letters of Credit and other Methods of Financing

An authoritative look at Letters of Credit that benefits both beginners and experienced users.

Classification for Importers and Exporters

Provides an understanding of Classification and Valuation in order to run a business successfully and avoid costly damages.

Importing into the United States: An A to Z Approach

The book does an excellent job summarizing and simplifying all import regulations.

How to Plan for a U.S. Customs Focused Assessment

This publications provides assistance on how to successfully manage a Focused Assessment and avoid not being compliant with US Customs requirements.

Transportation Law

Provides in a concise manner the legal framework in which Transportation is applied.

NAFTA – Rules of Origin and Other Trade Agreements

This is a clear explanation of NAFTA; it's the perfect text for anyone doing business in North America.



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