

Advanced Export Practice and Trade Finance

20-22 February 2019, Ashgabat

Advanced Export Practice and Trade Finance for Small and Medium Enterprises is a three day training workshop specifically designed to guide established exporters in how to assess and enter new markets whilst ensuring that payment methods and financing options can be advantageously used to support increased export exposure and thus provide confidence for growth. Training will be held in Ashgabat, Turkmenistan on 20-22 February at Yyldyz hotel.

International trade procedures, protocols, rules and opportunities continually evolve and exporters need to remain current in their knowledge to ensure that they are compliant in their operations, aware of new market opportunities and able to manage the financing imperatives which increased export sales are likely to require.

The training is interactive and includes the use of case studies and real situation mini exercises at various points in each course.

During the course, you will:

- Select appropriate markets for export growth
- Obtain relevant information to support export market research
- Plan an overseas marketing visit
- Understand the implications of the WTO Trade Facilitation Agreement
- Manage commercial, sovereign, banking, political and country risk
- Select and operationalise the principal international payment methods
- Prepare compliant documentation for Letters of Credit and have a good appreciation of the supporting regulations
- Consider innovative trade finance options
- Be familiar with core international trade protocols and the latest changes and updates
- Apply sound management in export operations



The output from this course will help you develop your ability to manage export operations and make informed decisions on market assessment and payment risk management.

The course also includes a **90-minute one-to-one follow-up mentoring session** to assist you and your team with the practical application and ongoing development of the course objectives.

The course is highly interactive and discussion based, with a focus on practical tools to be applied to your business. Each section will comprise of a mix of information delivery and practical exercises to help delegates to develop both an export growth strategy and action plan that is aligned to their business strategy and objectives.

To participate please fill out in detail the attached application form **by COB 5 February 2019** and send to knowhowturkmenistan@ebrd.com. Please note that the number of participants is limited. Depending on the volume of applications, participation might be subject to a brief selection process.

Know your trainer



The course will be delivered by Jonathan Ian Walden, Principal Advisor, Customs and Trade Facilitation, Crown Agents.

Jon has extensive expertise in export and trade facilitation. He has an international trade and logistics background spanning 35 years which provides a sound platform for his roles as consultant trainer and author, on all elements of international trade, transport and supply chain logistics. He has been an accredited and highly respected trainer for 30 years. Jon is a consultant and trainer to Governments, trade associations and commercial entities and regularly speaks at high profile international conferences relating to international trade.

Jon is a recognised trainer and consultant in customs strategy, processes and procedures, trade facilitation, international trade contracting, WCO, ICC & WTO Rules, supply chain logistics, international shipping and transportation, trade finance, export competitiveness, documents, tariff and non-tariff barriers to trade. Companies Jon has trained include BP Chemicals, Motorola, SITPRO, Wogen Resources, Lin Pac, Bibby Trade Finance, Corus Steel, Lucas Varsity and Molton Brown, Tyco Safety Products, British Gypsum, Effemex (Mars), Pentland Chasseurs, Adidas, General Dynamics, Xerox.

Jon is a member of Member of ICC UK Incoterms 2020 review group and an examiner and tutor for the Institute of Export and International Trade in UK Customs practice. He is the author of Institute of Export training modules – international logistics and purchasing, as well as the author of 3 International Trade Procedure Publications.

Crown Agents is a leading international development firm and global provider of consultancy services and capacity building services, with on-going projects in more than 100 countries around the world, which have included extensive training delivery in trade and export facilitation.

For additional inquiries on application process please send e-mail to knowhowturkmenistan@ebrd.com or call at +993 (12) 46-88-20.