

Realize Your Global Potential



eBSI Prospectus

INTERNATIONAL TRADE SPECIALIST

PROFESSIONAL ACCREDITATION PROGRAM

REALIZE YOUR GLOBAL POTENTIAL

Realize Your Global Potential as a Professional

Make expertise your competitive advantage as an international trade practitioner. Gain the optimal combination of knowledge and practical expertise uniquely offered in the ITS Program. Thereafter, the International Trade Specialist (ITS) professional designation will provide a reliable assurance of your expertise to employers, colleagues and clients - opening doors to your success as you realize your global potential.

Obtain Practical Skills in International Trade

The ITS Program provides a highly specialized and practical combination of knowledge and skills to program participants. Rather than high-level academic theory, or broad general knowledge offered in many traditional degree programs, the ITS Program delivers practical professional training globally by skilled trade practitioners from around the world. As a result, you gain applicable knowledge and tangible skills that give you a personal competitive advantage in international markets and in your workplace.

Increase Your Value to Employers

The ITS Program offers a tremendous opportunity for career development by significantly increasing your value to current or prospective employers. Completing the ITS Program will not only allow you to perform your current role more effectively, but it will qualify you for career advancement opportunities as a recognized subject area expert. The ITS Program is acknowledged as a leading professional training program in the area of International Trade.

Establish Expertise to Create an Import/Export Business

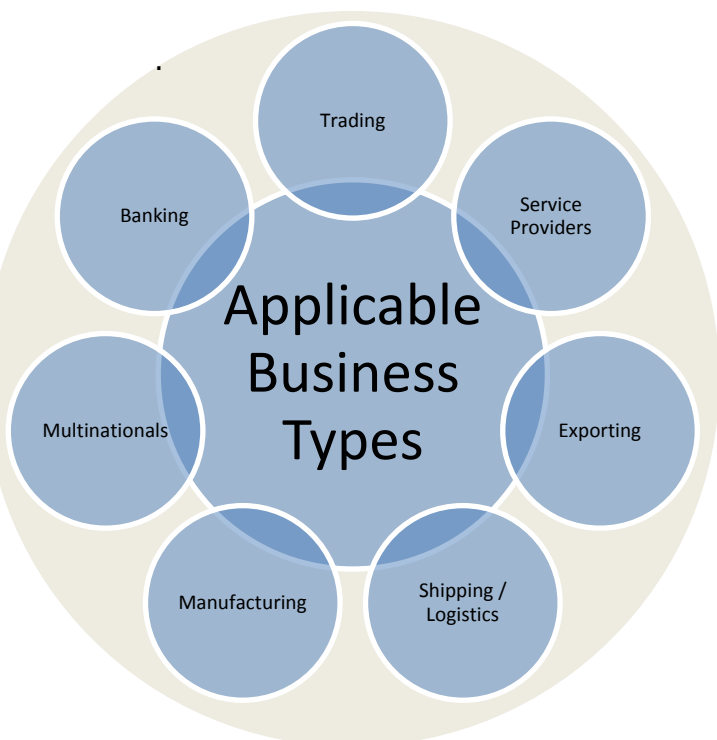
Along with opportunity, trade professionals also embrace the ever present challenges of change, urgency and complexity. These characteristics are often the mark of successful entrepreneurs. If you share this entrepreneurial vision, the ITS Program provides a solid foundation of expertise upon which you can build your own highly successful Import/Export business.

Earn the Prestigious International Trade Specialist (ITS) Professional Designation

Receive the International Trade Specialist (ITS) designation, the premiere professional credential, certifying your expertise in International Trade to employers, colleagues, and clients. Doing so will earn you the exclusive lifelong right to bear the ITS professional designation following your name on your business cards, correspondence, and resume / curriculum vitae.

Belong to an Elite Alumni Community

As an ITS program graduate, you will join an elite global Alumni network to continue sharing knowledge, trade and employment opportunities. Additionally, interested ITS graduates may receive career placement assistance through a specialist export employment portal.



ITS Program Benefits for Companies

The ITS Program provides a range of important benefits to diverse company types, providing important and often significant competitive advantage. Some of the major program benefits include:

International Expansion

- Develop in-house expertise in International Trade
- Reduce reliance on and improve oversight of outside resources
- Proactively and effectively develop a global strategy

Risk Reduction

- Certify competency of existing or new employees
- Comply with complex trade laws
- Properly insure against loss, damage and bad faith dealings

Return on Investment

- Reduce costs through effective global sourcing
- Increase revenues through international sales expansion

REALIZE YOUR GLOBAL POTENTIAL AS A BUSINESS

Many business types benefit from the ITS Program. The International Trade Specialist Program is ideal for companies of all types and sizes who recognize the value of expertise in the highly specialized area of international trade and seek to realize their global potential.

Companies Focused on Domestic Markets

It is a false notion that only companies currently engaged in global trade should seek the International Trade Specialist Program. In fact, companies most desperately needing such global expertise are those currently lacking a major global focus or strategy. Their very survival may mean effectively formulating a global approach to business functions, such as sourcing and sales.

These companies are threatened by:

- Increasing foreign competition in their domestic market
- Rising costs of domestic goods and labor
- Slowing or limited growth, due to domestic only focus



"Thomas Smith knows his subject very well. He articulates his thoughts in a very communicative manner through his notes for us to understand the subject very well. When you have read his notes, you don't need to look anywhere else for clarifications - very thorough and precise! Look forward to more online classes with him."



Krishnakumar Duraiswamy, Director - Corporate Product at Standard Chartered Bank

International Trade Specialist (ITS), a Vital Professional Credential

The International Trade Specialist Accreditation Program provides participants with a comprehensive foundation in international trade. Graduates are awarded the lifelong **International Trade Specialist (ITS)** professional designation, signifying this broad expertise to employers, colleagues, and clients.

Benefits of the ITS Professional Designation

To the Professional

- Signify your expertise to employers, colleagues, and clients by adding ITS Designation to your business cards, stationary and resume
- Enhanced Professional Credential enables promotion
- Lifelong professional designation goes with you wherever you work
- Provides credibility to start your own import/export business

To the Organization

- ITS Accreditation ensures employee expertise:
- Train current employees in ITS Program
- Seek new hires with ITS designation
- Build trust with trade partners and clients by certifying expertise of in-house staff
- Valuable employee training benefit, enhances employee value to company

A Personalized Modular Program

Enroll in the entire ITS Program to earn the International Trade Specialist professional designation, or simply register for any combination of modules to receive specialized professional training based on your specific needs.



"The eBSI course I followed in 2004/2005 changed my mind about remote learning; unlike some of the boring, largely unmotivating training I had taken previously, I found this course very stimulating and it encouraged me to delve even more into the complex area of global trade. Though I have never met Thomas personally, I feel I know him well through the interactive sessions and easy telephone/email access when and as needed. He comes across as a dynamic person, very knowledgeable in his area and who constantly strives to enrich and improve the approach to remote learning"



Margaret Giuliani - SCM Professional

Complete ITS Program While Working Full-Time

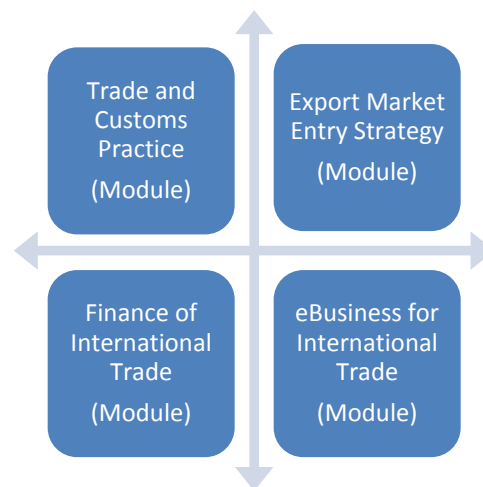
Most full ITS program participant work full-time while completing the program on a part time basis, as their schedule allows. The International Trade Specialist Program is flexible and personalizable in the following ways:

Flexible Curriculum & Schedule

- Enroll for the entire program or for any combination of modules you may need
- Study on your own schedule
- Modules generally require around 30-60 days to complete
- ITS Accreditation Program may be completed in 8-12 months, on a part-time basis

Flexible Internet Delivery Saves Time & Money

- Expertise delivered directly through your PC, regardless of limited local resources
- Instruction is delivered in the comfort of your own home
- No commute time or expense
- Minimize time away from your family
- No childcare costs
- Live interactive sessions are delivered over the Internet, then are delivered as transcripts to participants, even if schedules don't permit live attendance
- Costs a fraction of the money and time required



**Choose the full ITS
Program or any of its
modules**



"It's been a real pleasure to receive the in International Trade Specialist Accreditation Programme. in the area of International Trade delivered by eBSI. I am extremely grateful to the entire team of eBSI for their constant support / guidance / help to make this possible for me. I would also like to extend my special gratitude to Thomas Smith for giving me this opportunity to be a an ITS through your respected institution. His encouragement guidance only allowed me to achieve this milestone. His course on E-Business and E-Commerce was very interesting and useful. It indeed opened my eyes to the lot of things. In addition I like the course materials and the online support structure which allows me to fit my learning in when it is convenient for me. The International Trade Specialist Accreditation Programme has given me the chance to learn and implement new skills in the area of International Trade and Finance as well as interesting components on Marketing and eBusiness. It was also very useful for me to communicate with highly experienced tutors and international trade specialists."



Think Tanks Consultant and Contractor, Armenia

ACCELERATE YOUR TIME TO EXPERTISE

There are many ways individuals and companies seek to obtain expertise on the topic of International Trade. Generally expertise in International Trade is sought in order to improve economic or professional opportunity for an individual, a company or even local/regional economies. In order to most effectively deliver these opportunities the International Trade Specialist Program is designed to offer the optimal blend of the following key advantages in enabling the delivery of expertise:

- **Highly Specialized Focus on Directly Applicable Knowledge**
- **Accelerated Time to Expertise**
- **Minimal Cost of Expertise**

Some people seek expertise in International Trade from sources that are very costly, and often require multiple years to complete. Other sources are very inexpensive or even free, requiring almost no time to complete, however, these sources lack the depth to impart real expertise. Other sources lack sufficient focus in the specialized area of international trade to deliver expertise. The table below provides a high-level comparison of common methods frequently sought, clearly demonstrating the distinct advantage of the **International Trade Specialist Program**:

TIME TO EXPERTISE

Method	Cost	Time	Expertise Attained	Accelerated Expertise SCORE
International Trade Specialist	\$\$	🕒🕒	🌐🌐🌐🌐	★★★★★
Free Government Resources	-	🕒	🌐	★★
General training	\$\$	🕒🕒	🌐🌐	★★
Weekend Seminar	\$	🕒	🌐	★
Instant MBA	\$	🕒	-	-
Traditional Int'l. MBA	\$\$\$\$\$	🕒🕒🕒🕒🕒	🌐🌐🌐🌐🌐	★★★★
Online Int'l. MBA	\$\$\$\$	🕒🕒🕒🕒	🌐🌐🌐	★★★★
Trade Consultant	\$\$\$\$\$	🕒🕒	🌐🌐	★

As one considers the cost in time and money of each source of training or education, the International Trade Specialist Accreditation Program truly stands alone as the source yielding the highest degree of expertise for the time & money invested.



“When I joined the eBSI, the company I work for was just building up its international sales department and we missed up-to-date information and experience. This programme gave us an overview of all the different fields to consider before going global. Though the program of your local Chamber of Commerce you can find specific learning units dealing with one geographical region or a dedicated law system but you sometimes miss the basis steps. The online learning is also a very comfortable way of going through the program at your own speed and without stress. We already picked up some ideas to implement directly in our own export plan.”



Sales and Marketing Manager at ADDI-DATA GmbH, France

Go Beyond Assistance to Self-Sufficiency

The International Trade Specialist Program helps individuals and organizations move beyond simply obtaining assistance with International Trade matters from available external resources, to a level of self-sufficiency by building your own internal expertise in the area of International Trade.

Government Resources

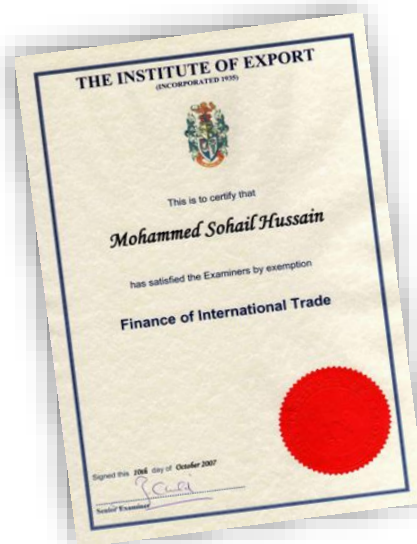
- * Literature
- * Websites
- * Workshops

Government Services

- * Market research
- * Trade Missions
- * Matchmaking

ITS Program

- * In-House Expertise
- * Compliance
- * Finance
- * Laws
- * Customs



"Thomas is a highly motivated manager oriented on success of any project. He is a real bargain for Internet-business company. His online-lectures and well-prepared exercises are the best visiting card for Thomas."



Sergey Petrov, Trade Finance Consultant, Canada

THE INTERNATIONAL TRADE SPECIALIST PROGRAM

International Trade Specialist Accreditation Program Overview

The International Trade Specialist (ITS) Accreditation Program is a nine month distance e-learning Program culminating in a globally recognized certification for professionals working in the key functional areas of International Trade. The interactive program is delivered globally over the Internet in the English language from Ireland, a global leader in export.

The International Trade Specialist Accreditation enables students to achieve practical international trade skills and knowledge culminating in an **accredited certification**. The ITS Program provides these key benefits:

- ITS participants obtain a thorough foundation in the core areas of International Trade.
- ITS Graduates may use the designation "ITS" in professional Correspondence.
- ITS participants can network and interact online with professionals from related sectors and expert learning guides resulting in a pooling of practical experience through the eCampus online learning community.
- ITS distance learning enables participants to study at their own pace and in their own time.

This very practical distance e-learning course covers all the essential areas of International Trade needed for people working in day to day issues such as document preparation, transport, warehousing, customs clearance, packing, INCOTERMS, Documentary Credits, Documentary Collections, Trade Finance, eBusiness and much more.

As an ITS Participant, you can get practical advice on your own work related issues from fellow participants and graduates as well as a growing number of international trade and finance consultants who contribute their expertise over our Online Campus.

The International Trade Specialist Accreditation Program is delivered globally from Ireland by world recognized experts in specialized topics of international trade from the Electronic Business School International.



When I first contacted eBSI I was really impressed by their skill. I was not sure whether I should take the course or not. But they satisfied me. eBSI is a school who really understands the requirement of client and can

deliver the service at affordable cost. I regard them as a great customer relation manager. They always solved my problem when I got difficulties.



Prasanna Raj Mishra, MBA, Australia

Graduates of the International Trade Specialist Accreditation Program are equipped with the key knowledge and competence to work in the demanding world of International Trade.

ENTRY REQUIREMENTS

Courses are open to candidates currently engaged in or desiring to engage in International Trade. Successful candidates for the ITS Program will have an adequate education level and command of the English language to master advanced coursework and concepts comprising the ITS program.

COURSE CONTENT

During the International Trade Specialist (ITS) Program participants are involved in structured guided learning. Participants are guided by expert tutors through the specialist knowledge and skills essential to professionals participating in international trade and eBusiness.

CORE SUBJECT AREAS

The International Trade Specialist program consists of four key subject area modules, complimented by an intensive Industry Trade Study.

Export Marketing Operations (Core Module)

Thematic Summary: Learn the key steps to enter a new foreign market! This training program is ideal for experienced exporters as well as those new to export who wish to expand their business activities to new foreign export markets. This course offers a real and practical vision of International Marketing. The basic marketing concepts are explored (the 4 P's, segmentation, the marketing plan, etc.) as they are applied to international trade. The course analyses how the image of a particular country may influence its exports. Practical case studies and simulations are extensively used as the student advances in the development of an Export Market Entry Strategy implementation plan.



Learning Units in this course:

- Introduction to Exporting
- Introduction to International Marketing
- International Product, Pricing, Distribution and Promotion
- Intercultural Management
- International Segmentation
- Country Image
- International Market Research



The ITS Programme proved to be an excellent training course for me. I found it of immense benefit in my work. The Interactive CDRoms, online communication with tutors were very engaging, fun and incredibly useful. I express my sincere thanks and appreciation for eBSI support during the ITS Accreditation. Substantial savings were achieved as of the direct result of knowledge gained from the course. Recognition for the quality course content is acknowledged at corporate level in the USA, Canada and Europe Thanks eBSI



Shawn Marier, Purchaser at Turbo images, Canada

Trade and Customs Practice (Core Module)

Thematic Summary: You have received an order from a foreign buyer, but what to do next? This course will take you through the whole export process from signing a contract to taking your goods through the customs.

The course will provide students with the thorough grounding in all aspects of import and export, both within the European Union and outside. The impact of regional agreements (Euro Zone, Mercosur, NAFTA, ASEAN) as well as the influence of the WTO and other world organizations activities will be also analyzed in the course. An essential course for staff working on the operational front line of exporting.

Learning Units in this course:

- Introduction to International Trade
- International Transport and Logistics
- Export Packaging
- Marine Transport
- International Modes of Transport
- Documentation in International Trade
- Customs Procedures
- Cargo Security Initiatives AEO, C-TPAT, Known Consignor
- Incoterms 2010
- US Customs Regulations from EU Perspective
- International Contracts



Finance of International Trade (Core Module)

Thematic Summary: This course covers all aspects related to financing an export transaction and obtaining payment. Students will examine how to receive and effect payment for international contracts of sale. The selection of the most suitable method of payment is a key factor of a successful export sale and these are examined in detail from advance payment and documentary collections through to documentary credits.

The most common export finance arrangements from factoring and invoice discounting through to forfaiting and structured trade finance. Bonds and guarantees, export credit agency finance and trade finance fraud identification and prevention complete the content of this course.

Learning Units in this course:

- Methods of Payment
- Letters of Credit
- Short & Medium Term Trade Finance
- Bonds and Guarantees
- Documentary Collections
- Structured & Commodity Trade Finance
- Trade Finance Fraud Identification & Prevention
- Export Credit Agency Finance



e-Business & Internet Marketing (Core Module)

Thematic Summary: Electronic commerce gives companies the possibility to sell their products and services in a new digital market, to establish a new relationship with clients and suppliers, to reduce costs, design new distribution strategies, etc. Many issues have to be dealt with if a company decides to go online and establish itself in the digital market.

However, in order to do this a detailed knowledge of the fundamentals of this new market is essential. This module will explore in a very practical way the key tools available to exporters in their internationalization efforts.

Learning Units in this course:

- Introduction to e-Business & Internet Marketing
- Search Engine Optimization
- Facebook Marketing
- Google Marketing
- LinkedIn Marketing
- Twitter Marketing
- eMail Marketing
- Media Buying
- Affiliate Marketing
- Social Bookmarking
- Mobile Marketing
- Video Marketing



“When it comes to international trade eBSI is a font of knowledge, very helpful and a most valuable contact.”



Luan O'Carroll, Architect at Business Objects, Ireland

COURSE FEES & SCHEDULE

Course / Module / Program	GLOBAL PRICE
International Trade Specialist (Complete) Program)	€1,750
Finance of International Trade (Module)	€550
eBusiness for International Trade (Module)	€500
Trade and Customs Practice (Module)	€500
Export Marketing Operations (Module)	€500

Program Deliverables

The ITS program fees include registration fees at the Electronic Business School International, all course materials, tutor guidance, online support and tutorials throughout the course, access to the e-campus, and online seminars. Upon successful program completion, participants receive the International Trade Specialist Certificate and access to the online ITS alumni network.

ITS Program – Global in Nature & Recognition

The International Trade Specialist Program is delivered from Ireland by globally recognized experts in specialized topics of international trade from the Electronic Business School International (eBSI).

Methods of Payment

We accept payments by Credit Card, Bank Transfer, PayPal, Xoom, and Western Union.



EBSI ACCREDITATION

The eBSI is a Member of the **International Association of Trade Training Organizations, IATTO.**



"I recommend eBSI and the work it has developed on the ITS program. I took the program about two years ago and it is a very well designed program which will give a sound knowledge on Export Market, E-commerce, Finance. It is very flexible and with a lot of support and a virtual campus where you can bring comments into it or enter the forum and read other users comments and discussions. It is a home-based program which you can follow on your own" time. I really recommend the program to anybody interested in Export and the different issues around it. "



Juan Carlos Venegas , Accountant, Forensic Consultant, Fraud Examiner & Counter Fraud Specialist,UK



The National Export Facilitation
Organization of Trinidad and
Tobago

National Coordinator in Trinidad & Tobago:

Maria Padilla-Benjamin (Mrs.)

Manager Training

exporTT Limited

151B Charlotte Street

Port of Spain

Trinidad and Tobago

Tele: 1-868-623-5507 ext 370

Mobile: 1-868-799-7370

Fax: 1-868-623-6665

E-mail: mpadilla-benjamin@exporTT.co.tt

eBSI Global Contact Details:

eBSI Export Academy

Partner World Trade Center

22-24 Lower Mount Street,

Dublin 2, Ireland

Tel: +353-1-5560413

email: info@ebsi.ie

web: www.ebsi.ie