



Export Import & Shipping Training – Course Content

Instructions & Requirement:

This step provides the instructions to make the best utilization of this training and consultation program.

1) Introduction: Terminology & Scenarios

The trainees learn about various terms and entities like shipping lines, customs brokers, freight forwarders etc. The basic structure of commodity trading & brokering is discussed using practical scenarios further explaining the role of all the entities involved.

- 1a) Terminology
- 1b) Scenario 1 - Becoming an exporter
- 1c) Scenario 2 - The buyer becomes the exporter
- 1d) Scenario 3 - Working as a broker
- 1e) Scenario 4 - Exporting from a 2nd country
- 1f) Scenario 5 - Transloading & 2 traders
- 1g) Scenario 6 - Importing vs Exporting

2) Incoterms 2000, 2010 & 2020

Various incoterms: EXW, FCA, FOB, FAS, CFR, CIF, CPT, CIP, DDP etc. are explained. The above practical export, import & shipping scenarios are discussed based on different incoterms.

3) Documentation & Process

Practical business documents are explained in detail on copies of our actual company documents (sanitized to hide sensitive information). The trainees get the formats of these documents to use in their businesses.

- 3a) Proforma Invoice
- 3b) Container/Freight Booking
- 3c) Weight Ticket
- 3d) Export Declaration



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- 3e) Bill Of lading
- 3f) Invoice
- 3g) Packing List
- 3h) Certificate of origin
- 3i) Telex Release
- 3j) Drain & disconnect letter
- 3k) KYC & DD
- 3l) Step by step exporting (selling CFR)
- 3m) Step by step selling FCA
- 3n) Letter of credit
- 3o) Step by step brokering
- 3p) Letter of intent
- 3q) Bank confirmation letter
- 3r) Corporate Purchase Order
- 3s) Corporate offer
- 3t) NCNDA formats
- 3u) Step by step importing

4) Unofficial Business Terms

The trainees learn about the short forms, slangs and the business language used by different entities in real business.

5) Business Setup

You will watch the videos and get notes to setup your business either in US or Canada. You will understand the various business structures, the tax ids, licences, tax accounts, export import related company compliance required in both US and Canada to do this business. You will also learn about banking and other things.

- 5a) Business naming & setup
- 5b) Banking & currency conversion
- 5c) Virtual office & phone answering



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6) Business Insurance

You will know about various types of insurance coverages you might need for your business. You will also get a list of various government and private insurance providers.

7) Market analysis

In this chapter, you will learn about various products that newcomers can start and what products to avoid in the beginning.

7a) Top exports & imports of Canada & US

7b) Exporting used vehicles

7c) Timber/Lumber

7d) Metal & non-metal scrap

7e) Special crops

8) Market competition & pricing

You will learn different ways to check the market prices for different commodities in this chapter, get market data on exporters and importers, BL data to get importers and other shipping data.

9) Business marketing

This chapter entails various marketing methods starting with the website. You will learn what should be the proper corporate website design of a business. You will also learn what other businesses will expect from you in real business world.

9a) Domain, website & email

9b) B2B sites

9c) Script to talk to buyers, sellers, freight forwarders etc.



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10) Finding buyers & sellers

Here, you will learn the proper way of finding buyers and sellers. You will also learn to find out if they are genuine, fraudulent or timewasters with the due diligence format provided already in chapter 3.

11) Freight forwarders & customs brokers

You will get a list of some of the freight forwarders & customs brokers and learn about some websites where you can check the freight online.

12) Agreements formats

You will be able to download formats of some agreements, contracts, and drafts to be used in future business

13) Financing & funding (if required)

You will get information about various methods of financing/funding from government & private sources in USA and Canada.

14) Practical examples, stories & mistakes to avoid

You will watch a video on the mistakes to avoid, opportunities, practical business examples and interesting stories from your mentor.

15) Export import compliance

You will watch the videos and download notes in the next 4 steps related to export & import compliance (Government rules, laws, regulations etc.) for USA and Canada.

15a) Export compliance Canada

15b) Export compliance US

15c) Import compliance Canada

15d) Import compliance US



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16) POA - Consulting after training

Here, you will learn about your "Plan of Action" after the training, the steps you will take going forward and get the summary notes of everything you have covered so far. You will also learn how to utilize your consulting hours properly if you opted for the "training & consultation" plan. If you opted for the "training only" plan, you will be able to upgrade to the Consultation plan.

Register for the training here: www.cangemglobal.com/register



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