



Course Curriculum

Export Import & Shipping Training Program

Chapter 1) The Introduction:

This includes a general overview of exporting, importing, trading, brokering & shipping. The trainees learn about shipping lines, customs brokers, freight forwarders and other entities. The basic structure of commodity trading & brokering is discussed using practical scenarios further explaining the role of all the entities involved. The differences between a trader and a broker, actual meanings of shipper, exporter, consignee, importer, notify party, port of loading, port of discharge etc. is taught.

Chapter 2) Incoterms:

Various incoterms: EXW, FCA, FOB, FAS, CFR, CIF, CPT, CIP, DDP etc are explained and it is then concluded what terms are better for exports and imports in general and for which commodities in particular. Actual practical export import scenarios are discussed based on different incoterms. We have devised these scenarios according to our practical experience and knowledge and they do not come from a book.

Chapter 3) Business Setup & Compliance:

We discuss various types of business models like Sole-proprietorship, partnership, corporation, LLC, etc. The trainees get knowledge on import export accounts/licences, permits and other government authorizations. We give you detailed instructions on registering your company in Canada or USA along with tax IDs and accounts. We discuss naming your company, domain name etc to avoid legal or marketing issues later on.

Chapter 4) Documentation:

Various documents like proforma invoice, Invoice, Packing List, Ocean Freight Booking, Weight Ticket, B13A (now CERS) or AES (Export Declaration), Bill of Lading, Certificate of origin, Certificate of fumigation, Telex report, Letter of Intent, Letter of credit, NCNDA, SCO, BCL etc. 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.

Chapter 5) Exporting, Importing & Shipping Process

Starting from a proforma invoice to releasing the shipment with a telex report or full set bill of lading is thoroughly explained. Step by step notes shall be provided for practical exporting, importing & shipping process. Examples of various scenarios



Course Curriculum

Export Import & Shipping Training Program

in exporting and importing are discussed again at this time with the knowledge that trainees have attained in the previous chapter of documentation.

Chapter 6) Market Analysis:

This chapter is spread throughout the program and covers most Canadian, US and other international commodities including the relative export-import partnering countries, Viable and non-viable export import products for start-up businesses. Trainees are given summaries of the products in which Canada and US are one of the largest exporters; for example, chickpeas, canary seeds, sunflower seeds, mustard seeds, lentil, wood/timber, wood pellets, wheat, buckwheat, corn and many other commodities like these are discussed. Other growing markets apart from Canada & US are also discussed.

Chapter 7) Market Competition and market pricing:

This covers all aspects of competition in world markets including the trend of prices of various commodities over the last couple of years. Platforms and websites to cross reference market prices are discussed and the trainees learn how to check market price of many commodities and freight.. This chapter covers in detail the simplest methods of calculating the prices for various commodities based on different incoterms like FCA, FOB, CFR, CIF etc.

Chapter 8) Business Marketing:

All the different aspects of viable and cost-effective marketing methods for this business are discussed including trading platforms, SEO and working with B2B companies, other brokers and traders. The structure of good professional website pertaining to international export import business is discussed in detail including the legalities involved. In this chapter, the trainees are taught how to talk to buyers and sellers professionally and are given a written script for the same.

Chapter 9) Finding Buyers and Sellers & Due Diligence:

The trainees learn the different ways to find prospects (buyers and sellers) through multiple channels. Most importantly, the trainees learn what prospects to work with by performing a specific due diligence (written format provided) before starting a business communication. The trainees also learn the kind of accreditation other companies have in place.



Course Curriculum

Export Import & Shipping Training Program

Chapter 10) Financing/ Funding for your business (if required):

Although you don't need your own funds in some scenarios of exporting and brokering, but for other scenarios, specially importing, all the effective and easiest ways of getting government funding is discussed. Links to various government funding sources are provided in written email for both US and Canadian businesses.

Chapter 11) Invoicing and accounting:

In this session, the trainees shall learn to use accounting software and patch formats for invoices and other documents. They learn how to effectively manage accounts before they go to a CA for bookkeeping.

Chapter 12) Practical Examples & Avoiding Mistakes:

Spread throughout the training, we discuss all tips and tricks for effective and hassle-free exporting, importing, shipping, commodity trading and brokering. Fatal mistakes and ways to avoid or correct them in time are discussed. We do various practical examples of export and import at the last so see if all trainees have understood the concept in detail. We tell Cangem's stories of hardships, mistakes & finally success. Our founder director explains what it takes to be a successful entrepreneur and a business leader. He explains in great depth the real face of the international trade.

Chapter 13) Export Import Compliance for US and Canada:

In the end, the export, import and business compliance/regulations are discussed. The trainees learn about various sanctions, controlled or prohibited commodities, all licences, permits, financial/banking restrictions and other export & import compliance. In simple, the trainees learn what products, countries and steps to avoid in the beginning.