



Export Import & Shipping Training – Course Content

Instructions & Requirement:

0 steps – There are no further steps. This step provides the instructions to make the best utilization of this training and consultation program.

1) Introduction: Terminology & Scenarios

7 steps – 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

1 step - 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.

- 2a) Incoterms video

3) Documentation & Process

21 steps – 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
- 3e) Bill Of lading



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- 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) Short forms

1 step – The trainees learn about the short forms used by different entities in real business.

4a) Notes - Learn the business language !

5) Business insurance

1 step – 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.

5a) Notes & video on insurance coverage

6) Business Setup

3 steps – 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.



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- 6a) Business naming & setup
- 6b) Banking & currency conversion
- 6c) Virtual office & phone answering

7) Market analysis

5 steps – 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

1 step - You will learn different ways to check the market prices for different commodities in this chapter.

- 8a) Get market data: current prices, shipping data etc.

9) Business marketing

3 steps – 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.

10) Finding buyers & sellers

1 step – 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.



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10a) Video and notes - Learn how to find buyers/importers & suppliers.

11) Freight forwarders & customs brokers

1 step - You will get a list of some of the freight forwarders and some other websites where you can check the freight online in this step.

11a) List of some freight forwarders & other ways and platforms to find freight rates.

12) Agreements formats

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

12a) Formats for some other agreements & contracts.

13) Financing & funding (if required)

1 step - You will get information about various methods of financing/funding from government & private sources in this step.

13a) List of various government & private funding sources and methods in USA and Canada.

14) Practical examples & mistakes

1 step - You will watch a video on the mistakes, opportunities, and practical business examples & stories from your mentor.

14a) Mistakes to avoid, practical examples & stories !

15) Export import compliance

4 steps – You will watch the videos and download notes in the next 4 steps related to export & import compliance for USA and Canada.



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- 15a) Export compliance Canada
- 15b) Export compliance US
- 15c) Import compliance Canada
- 15d) Import compliance US

16) POA - Consulting after training

1 step – Here, you will learn your "Plan Of Action" after the training, the steps you will take and how to utilize your consulting hours properly.

- 16a) What to do after the training !

17) Final word from your mentor

1 step – By this point, you will be among the very few individuals/entities that have an in-depth knowledge of exports, imports, incoterms among other things. You will see a video from Mr. Singh, your mentor, explaining important points.

- 17a) Video message explaining crucial points.

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

"The problem is that the people who are doing this business are not teaching and the ones who are teaching have never done this business.

Learn from the people who are doing this business."