



Request for expression of Interest (RfI) for Section of Subject Matter Experts

Global Trade Certificate (GTC 101 Courses) and Certified Trade Finance Professional curriculum (CTFP 201 Courses)

(Version 11 February 2016)

1. Project Background

- 1.1. In 2015, the International Chamber of Commerce (ICC) launched the ICC Academy, its ground-breaking educational initiative. Based in Singapore – a thriving trading hub and a leading centre for business education – the ICC Academy is a unique offering that opens the door to world-class business education around the world - using digital learning platforms and leveraging ICC's unrivalled roster of experts and practitioners.
- 1.2. The ICC Academy promotes the highest global standard of excellence in professional education – providing an extensive range of specialized certification programmes that are recognized worldwide. In line with ICC's mission to promote international trade and investment, the ICC Academy helps professionals develop the skills required to succeed in the modern business world.
- 1.3. The ICC Academy has started to develop a curriculum in the field of trade finance - one of ICC's strongest areas of expertise. A broader suite of professional education courses will be built up over time - leveraging ICC's expertise across a range of business topics. The Academy offers a full catalogue of courses comprised of core courses and electives.

2. Objectives

- 2.1. The ICC Academy has already started to develop the first courses for the Global Trade Certificate (GTC 101 Courses) and the Certified Trade Finance Professional Curriculum (CTFP 201 Courses). As such, the ICC Academy is now seeking Subject Matter Experts (SMEs) to develop the content for its online courses.
- 2.2. A typical 101 online course is about 90 minutes in length. A typical 201 course is between 120 and 240 minutes in length. The Subject Matter Experts are solely responsible for the writing of the content, with the ICC Academy team producing the multimedia and infographics.
- 2.3. The trade finance courses to be developed over 2016-2017 include the following:



101 ONLINE COURSES FOR THE GLOBAL TRADE CERTIFICATE:

Core Courses:

- Introduction to Trade Finance
- Introduction to Documentary Credits
- Introduction to Collections
- Introduction to Guarantees
- Introduction to Receivables Finance
- Introduction to Distributor Finance

Meeting Client Needs:

- Introduction to Working Capital
- Introduction to Trade Finance Sales
- Introduction to Bank Payment Obligations
- Introduction to Factoring
- Introduction to Supply Chain Finance
- Introduction to Standby Letters of Credit
- Introduction to Risk Distribution
- Introduction to Financial Institution Clients
- Introduction to Islamic Trade Finance
- Introduction to Forfaiting
- Overview of Cross Border Trade

Appreciating Governance:

- Introduction to Capital and Pricing
- Introduction to Compliance
- Introduction to Credit Risk
- Introduction to Fraud and Reputational Risks

201 COURSES FOR THE CERTIFIED TRADE FINANCE PROFESSIONAL PROGRAMME:

Core courses:

- Advanced Trade Finance Working Capital
- Advanced Documentary Credit
- Advanced Guarantees
- Advanced Standby LCs
- Advanced Supply Chain Finance
- Export Finance
- Managing Trade Sales
- Managing Trade Products
- Managing Trade Operations
- Digital Trade and Trade Finance

Advanced Electives:

- Advanced Commodity Finance
- Advanced Islamic Trade Finance
- Structured Trade
- Advanced Supplier Finance
- Advanced Inventory Finance



- Advanced Pre-shipment Finance
- Advanced Forfaiting
- Advanced Invoice Discounting
- Advanced Credit Risk
- Advanced Collateral Management

Advanced 101 Electives:

- Advanced Risk Distribution
- Advanced Capital and Pricing
- Advanced Fraud & Reputation Risks

Regional Focus – Masterclasses

- Doing Business in China
- Doing Business in Eastern Europe
- Doing Business in India
- Doing Business in Africa
- Doing Business in MENA
- Doing Business in Latin America

3. Requirements

3.1. We invite Subject Matter Experts who are proficient in one or more of the above fields to become part of the roster of experts who provide content to the ICC Academy.

3.2. Individual candidates should express their interest in becoming a Subject Matter Expert by the set deadline indicated below. All applications should include a CV and cover letter detailing the experience and expertise in their respective domain(s), and their prospective contribution to the ICC Academy course development. Candidates failing to provide the requested information as specified above will not be considered.

3.3. Candidates must:

- Possess a proven track record of expertise in their respective field within trade finance.
- Be fluent in English and possess excellent writing skills
- Ideally have a strong working knowledge of ICC Banking Rules – particularly for those seeking to develop advanced 201 courses.



- 3.4. The final list of Subject Matter Experts will be chosen by the ICC Academy's Academic Committee according to specific criteria regarding expertise, experience, and location, in order to maintain an even geographic distribution.
- 3.5. Being selected does not imply an immediate writing engagement with the ICC Academy. An active roster of Subject Matter Experts will be maintained by the ICC Academy at all times. Once a Subject Matter Expert is selected for a specific course, they will work under a set timeline (See Annex for an example of the production timetable). By expressing an interest in participating in this RfI, Subject Matter Experts should understand that they must be able to commit to working to ICC Academy production deadlines.

4. Guidelines for the proposal

- 4.1. Prospective Subject Matter Experts are asked to confirm their interest in this RfI by **18 March 2016.**
- 4.2. Please confirm your interest to both thomas.paris@icc.academy and thierry.senechal@iccwbo.org.

ANNEX

Example of a Production Timeline

	Duration	Stakeholders		
PRE-PRODUCTION				
1. Brief and contract signature	6 days	SME	ICC	
2. Draft outline	5 days	SME		
3. Choice of reviewer by SME (subject to approval by ICC)	1 day	SME	ICC	
4. Review/validate outline	2 days		ICC	Academic Committee
5. Draft full course content	20 days	SME		
6. Review/validate course content	3 days		ICC	
7. Finalize course content	1 day	SME	ICC	
8. Official sign-off course content	1 day	SME	ICC	
PRODUCTION				
1. Draft storyboard V1	12 days		ICC	Production Company
2. Review storyboard V1	5 days	SME	ICC	Production Company
3. Draft storyboard V2	5 days			Production Company
4. Proofreading	1 day		ICC	
5. Official sign-off of storyboard	5 days	SME	ICC	Production Company
6. Digitalization	20 day		ICC	Production Company
7. Link sent for review	1 days		ICC	
8. Review/validate online course	5 days	SME	ICC	
9. Final reworking of online course	7 days		ICC	Production Company
TESTING & UPLOAD				
1. Update of e-learning (if needed)	1 day		ICC	Production Company
2. Upload of course	1 day		ICC	
3. Official sign-off & signature	1 day	SME	ICC	
4. Testing of course in LMS	1 day		ICC	Production Company
5. Course goes LIVE for public access	1 day		ICC	Production Company
Total time	106 days			