

# INTERNATIONAL TRADE: EXPORT/IMPORT OVERVIEW

ICC  
INTERNATIONAL  
CHAMBER  
OF COMMERCE  
ACADEMY

MODULE 1 OF 5

Duration 3 learning hours

Language English

Price US\$150

Credits 3

Course code EIC-1

**Author:** GUILLERMO C. JIMENEZ

## Target audience

The ICC Academy Export/Import Certificate (EIC) provides knowledge to a broad audience of international trade professionals—such as export and import managers, trade finance bankers, forwarders and carriers, customs brokers, private and government inspectors and auditors, insurance providers, trade lawyers and trade promotion executives.

The EIC is all you need in order to succeed in international markets. This easy-to-understand introduction to international trade is at the same time a detailed handbook for the experienced practitioner

## Course objectives

International merchandise transactions are an important and central form of international business. This course begins with a review of the practices and procedures in export sales and the international trade process: from the preparation of a comprehensive sale agreement to the subsidiary agreements required with bankers, transporters and insurers.

This will be followed by an outline of the sequence of events in an international trade transaction, a quick look at the use of each of these key documents, and how the ICC Incoterm Rules play a necessary role in allocating costs and risk involved in trade. We conclude this course with a statistical summary of world trade, reviewing such data as the world's largest economies, fastest-growing economies, most valuable brands, and largest shipping companies and corporations.

## Course outline

- Lesson 1** The International Trade Landscape
- Lesson 2** Phases of an International Trade Transaction and Key Documents
- Lesson 3** International Organizations: UNCITRAL, WTO, ICC and others
- Lesson 4** Incoterms® Rules: The Basics
- Lesson 5** Case Study & Assessment section



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## ABOUT THE AUTHOR



### **GUILLERMO C. JIMENEZ**

Professor, International Trade and Marketing at FIT

Author, of “ICC Guide to Export/Import - Global Standards for International Trade”

Guillermo C. Jimenez is a leading global expert in the field of export/import law and international business practices and the author of “ICC Guide to Export/Import - Global Standards for International Trade “ (4<sup>th</sup> Edition, ICC Publishing, 2012), as well as other books on legal and business topics. As Head of Division at ICC’s Paris Headquarters from 1990 to 1998, he coordinated work on key ICC instruments and trade tools and has lectured on international business in over 35 countries and before a number of intergovernmental organizations, including the

United Nations, European Commission and Organization for Economic Cooperation and Development.

Guillermo currently holds teaching appointments at SUNY, NYU, Brooklyn Law School, Iona College, and the International School of Management (Paris). A graduate of Harvard University (B.A.) and the University of California-Berkeley (J.D.), Guillermo C. Jimenez has got more than 30 years’ experience in international business, law and policy.

### **Assessment**

This eLearning course will include a self-assessment tool to help you prepare for the 60-minute final examination if you choose to obtain the EIC Certificate.

How does this work? Once you have completed the prerequisites you will be prompted to log into the examination portal directly from your ICCA account. You will only need to select the date and time for your exam—that’s it! (webcam and high-speed internet required)

The passing grade is set at 70%.

### **What is an ICC Academy online course?**

ICC Academy courses are delivered via our Learning Management System (LMS) using innovative tools for combining digital learning with industry-centric community discussions.

Our courses are available for purchase individually or as pre-designed packages (ie: Certificates) and are delivered exclusively online. They include videos, animations, case studies, and a self-assessment section and are available to take at any time—anywhere in the world.

