

# Quality learning from the world business organization



# About us

The ICC ACADEMY is a ground-breaking e-learning platform brought to you by the International Chamber of Commerce (ICC). We offer online certifications and professional development services, such as customised face-to-face trainings, to meet the educational needs of banks, corporates and other organisations at the forefront of international trade. Our online courses and certificate programmes are designed by ICC's unrivalled roster of international experts, which include:

- **Alexander Malaket**

President of OPUS Advisory Services International

- **Daniel Cotti**

Founder and Managing Director of Cotti Trade and Treasury

- **Guillermo Jimenez**

Professor of International Trade and Fashion Law for the Fashion Institute of Technology

- **Pottengal Mukundan**

Director of ICC International Maritime Bureau

- **Reinhard Angelmar**

Emeritus Professor of Marketing and Management at INSEAD

ICC is the institutional representative of more than 45 million companies in over 100 countries. The world business organization's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, ICC promotes international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. ICC members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.



## Vision

To be an indispensable partner for learning solutions known for setting business competency standards and best practices that enable global growth.



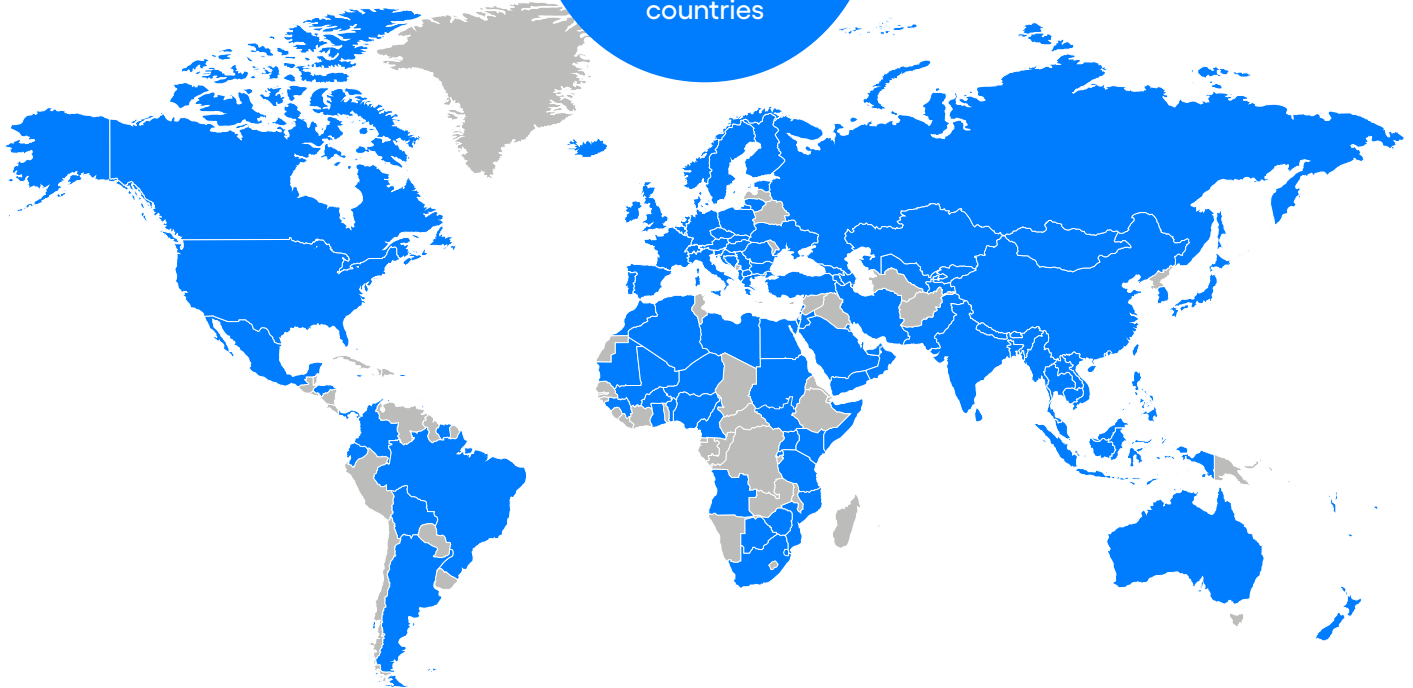
## Mission

To be the premier learning academy empowering business to work for everyone, everywhere, every day.

# Our network

ICC Academy's  
alumni community  
spans over

**170**  
countries



Join the companies and institutions using  
the ICC Academy to upskill their employees



# Why Choose Us?



Innovative and flexible online learning for  
global trade professionals



Market-leading professional  
certifications



Tailored livecasts and webinars  
on in-demand topics



Relevant curriculum developed by  
renowned specialists



Industry-recognised credentials



Access to ICC's extensive global network

# Our certification programmes



## Trade Finance

Certificate in Digital Trade Strategy (CDTS)

Global Trade Certificate (GTC)

Certified Trade Finance Professional (CTFP)



## International Business

Incoterms® 2020 Certificate (INCO)

Certificate in Digital Trade Strategy (CDTS)

Export/Import Certificate (EIC)

Free Trade Agreement Certificate (FTAC)

E-Invoicing Solutions Certificate (ESC)

Microfinance Associate Certificate (MAC)



## Regulation and Compliance

Certificate on the Common Reporting Standard (CCRS)

IMB NVOCC Bill of Lading Certificate (NBL)

Ethical Marketing and Advertising (EMA)

# Our authors



### Charles Debattista

Professor of Commercial Law & Special Advisor of the official ICC Incoterms® 2020 Drafting Group



### Andrea Hauptmann

Senior Director and Head of Guarantees, Raiffeisen Bank International



### André Simha

Chief Digital & Information Officer, MSC Mediterranean Shipping Company



### Emmanuelle Ganne

Senior Analyst, World Trade Organization (WTO)



### Guillermo Jimenez

Professor of International Trade and Fashion Law, Fashion Institute of Technology



### Lorna Strong

Deputy General Counsel, Global Trade and Receivables Finance, HSBC



### John Bugeja

Co-Founder and Managing Director, Trade Advisory Network Ltd



### Vijay Vashist

Managing Director, Global Transaction Services, DBS Bank

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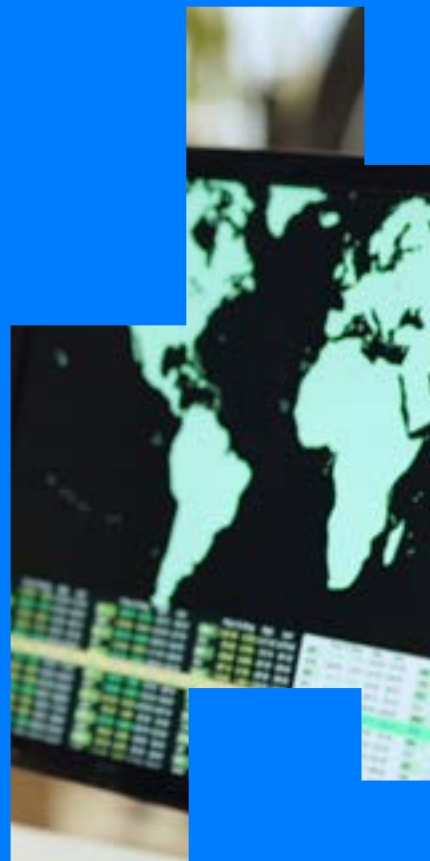


Trade Finance

# Global Trade Certificate (GTC)



The Global Trade Certificate (GTC) is an introductory-level professional certificate programme providing solid knowledge on trade finance products. It is an ideal programme for professionals wanting to build a comprehensive understanding of global trade finance.



## Who's taking the GTC?

### Banks and other Financial Institutions

Generalists from relationship management and agri-commodities teams, legal and compliance officers, risk management officers, specialists within transaction banking functions and other key support staff.

### Corporates

Treasury executives, as well as business development, compliance and legal officers.

100%

100% of our survey respondents said the certification helped them bridge their knowledge gap



**Full Certification**  
US\$1,099

**Individual Course**  
US\$150

## Certificate structure

Comprising 6 core courses and 3 electives, the industry-validated syllabus was developed by a group of leading trade finance experts drawn from ICC's Banking Commission. Each course has been tailor-made to learn the essentials of global trade finance.

### Core courses

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

#### Additional Resource (New):

Introduction to Islamic Banking and Finance  
Price: US\$150

### Elective courses (select 3)

- Introduction to Capital and Pricing
- Introduction to Compliance
- Introduction to Cross Border Trade
- Introduction to Fraud and Reputational Risk
- Introduction to Risk Distribution
- Introduction to Standby Letters of Credit
- Introduction to Supply Chain Finance
- Introduction to Trade Finance Sales



## Why take the GTC?

- Acquire a foundational understanding of global trade finance solutions
- Learn to use trade finance tools effectively to mitigate risks
- Understand trade finance process flows—from the steps and responsibilities to the required documents used

## For CDCS® and CSDG® holders

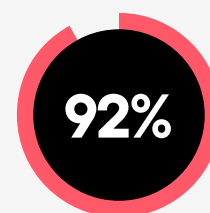
After completing the full certificate, holders of the Documentary Credit Specialists (CDCS) or Specialists in Demand Guarantees (CSDG) will earn valuable CPD points required for recertification.

## Accredited by



## What's included with the full certification purchase?

- One-year access to the professional certificate programme (9 courses in total including 6 core and 3 electives)
- 30 hours of interactive learning with 6 pre-assessment games, 4 video lectures, 150 narrated animations and 100 assessment questions to a range of topics
- A searchable and printable glossary containing all the key terms to refer to throughout the programme
- New study guides for core courses to help candidates prepare for the final examination
- Case studies to help apply learning to the real-world
- A live, proctored final exam with the opportunity to receive an industry-recognised certificate
- Dedicated, full-time IT support to assist with any issues or questions



What are people saying about the GTC?

92% of our survey respondents said they would recommend the GTC to a colleague

## What GTC Alumni say

"The GTC has added value to my resume by demonstrating that I have a specialisation in international trade finance and that I have learned from an industry validated syllabus."

**Sarah Salah**  
Emirates NBD, Egypt



"ADB is pleased to have partnered with ICC Academy in providing online global trade and supply chain finance training. With the initial phase, which included the Global Trade Certification, we have successfully trained 150 professionals from more than 80 Trade Finance Program partner banks."

**Steven Beck**  
Head of Trade Finance, Asian Development Bank

BUY NOW



# Certified Trade Finance Professional (CTFP)

The Certified Trade Finance Professional (CTFP) is an advanced professional certificate programme providing training and certification on key trade finance products, techniques and compliance issues.



## Who's taking the CTFP?

### Banks

Senior corporate banking relationship managers, senior corporate treasury professionals and specialists within transaction banking functions.

### Corporates

Treasury executives, as well as business development, compliance and legal officers.

100%

100% of our survey respondents said the certification helped them bridge their knowledge gap



### Full Certification

US\$1,499

### Individual Course

US\$200

## Certificate structure

Comprising 5 core courses and 4 electives, the industry-validated syllabus was developed by a group of leading trade finance experts drawn from ICC's Banking Commission. Each e-course has been tailor-made to develop the skills needed to sell, deliver and process global trade finance solutions.

### Core courses

- Advanced Working Capital for Trade
- Advanced Documentary Credits
- Advanced Guarantees
- Advanced Supply Chain Finance
- Export Finance

### Elective courses (select 4)

- Factoring (NEW)
- Digital Trade Finance and Fintechs
- Managing Trade Sales
- Managing Trade Operations
- Managing Trade Products
- Advanced Commodity Finance
- Advanced Standby Letters of Credit



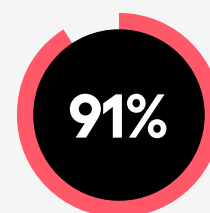
## Why take the CTFP?

- Explore advanced characteristics of trade finance, including processes and legal framework
- Gain an understanding of the roles and relationships of all parties involved in a transaction
- Become an expert in complex financial instruments to make viable commercial contracts

## For CDCS® and CSDG® holders

After completing the full certificate, holders of the Global Trade Certificate (GTC), Certificate for Documentary Credit Specialists (CDCS®), Certificate for Specialists in Demand Guarantees (CSDG®) and the Certificate in Trade and International Finance (CITF®) programmes will earn valuable CPD points for their required recertification. Holders of the GTC, CDCS®, CSDG® or CITF® are also awarded credit exemptions towards the CTFP and can benefit from a preferential package, which includes the core CTFP courses.

## Accredited by



What are people saying about the CTFP?

91% of our survey respondents said they would recommend the CTFP to a colleague

## What's included with the full certification purchase?

- One-year access to the professional certificate programme (9 courses in total including 5 core and 4 electives)
- 50 hours of interactive learning with 5 pre-assessment games and 200 assessment questions to a range of topics
- A searchable and printable glossary containing all the key terms to refer to throughout the programme
- New study guides for core courses to help candidates prepare for the final examination
- Case studies from 28 companies or individuals to help apply learning to the real-world
- A live, proctored final exam with the opportunity to receive an industry-recognised certificate
- Dedicated, full-time IT support to assist with any issues or questions

## What CTFP Alumni say

"I see the CTFP as a perfect way for any trade finance person to have a certification that highlights your expertise and automatically puts you at a certain level that is respected in the industry."

**Houssam Hoteit**  
Royal Bank of Canada



"We are pleased to see the arrival of the CTFP, a cutting-edge training program specially designed for experienced trade finance practitioners to build the skills needed to sell, deliver and process global trade finance solutions."

**Daniel Schmand**  
Chair, ICC Banking Commission  
Global Head of Trade Finance, Deutsche Bank

BUY NOW



International Business

# Export/Import Certificate (EIC)

The Export/Import Certificate (EIC) provides comprehensive and practical knowledge on how to conduct cross-border transactions. This professional certificate programme offers an in-depth understanding of international trade processes and their related risks to successfully compete in foreign markets.



## Who's taking the EIC?

International trade professionals, including auditors, customs brokers, export and import managers, forwarders and carriers, insurance providers, trade finance bankers, private and government inspectors, trade lawyers and trade promotion executives.

88%

88% of our survey respondents said the certification helped them bridge their knowledge gap



**Full Certification**  
US\$699

**Individual Course**  
US\$150

## Certificate structure

Comprising of 5 courses, the programme was created by leading trade expert, Guillermo Jimenez, author of the best-selling publication, "The ICC Guide to Export/Import: Global Standards for International Trade". Each course covers the essential skills required to effectively trade worldwide and manage an international business, from negotiating contracts to resolving cross-border disputes.

## Courses

- International Trade Overview
- Business Transactions and Contracts
- Financing and Security Devices
- International Logistics and Sourcing
- Global Business Management

## Why take the EIC?

- Pick up on the key market-entry strategies from industry best practices
- Avoid costly mistakes by identifying the trade risks in a transaction
- Improve skills in negotiation and risk management by better understanding the global market

## For CDCS® and CSDG® holders

After completing the full certificate, holders of the Certificate for Documentary Credit Specialists (CDCS®) or Certificate for Specialists in Demand Guarantees (CSDG®) will earn valuable CPD points for their required recertification.

## Accredited by



## What's included with the full certification purchase?

- One-year access to the entire e-learning programme (5 courses)
- Interactive learning with 4 hours of video lectures, 16 narrated animations and 250 assessment questions to a range of topics
- A searchable and printable glossary containing all the key terms to refer to throughout the programme
- Case studies from 15 companies or individuals to help apply your learning to the real-world
- A live, proctored final exam with the potential to receive an industry-recognised certificate
- Dedicated, full-time IT support to assist with any issues or questions

75%

What are people saying about the EIC?

75% of our survey respondents said they would recommend the EIC to a colleague

## What EIC Alumni say

"When my clients ask me questions about transportation and financing, I now have the answers and feel in a much better position to help them. The EIC has made me feel much more confident and I feel I can offer my clients real value for money."

**Collins Ayoo**

International Trade Centre, Kenya



"In this complex, rapidly changing environment, it pays to be up to date with global export standards and strategies. This comprehensive ICC Academy course provides a foundation in export and import best practices and terminology."

**Guillermo Jimenez**

Professor of International Trade and Fashion Law,  
Fashion Institute of Technology

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International Business

# Incoterms® 2020 Certificate (INCO)

The Incoterms® 2020 Certificate (INCO) provides a comprehensive working knowledge of ICC's globally recognised commercial trade terms, which offer specific guidance for those participating in the import and export of global trade. Available in English and Spanish, this professional certificate helps traders avoid costly misunderstandings by clarifying the tasks, costs and risks involved in the delivery of goods.

## Who's taking the INCO?

### Corporates

Accountants, audit teams, business development and marketing managers, exporters and importers in SMEs and corporations, as well as sales and purchasing managers.

### Trade and logistics

Logistics providers, commercial lawyers and arbitrators, custom brokers, freight forwarders, general transportation carriers, insurance managers and trade consultants.

### Banks

Finance and procurement managers, compliance and risk managers, front-office relationship managers, back office trade finance and trade operations teams.

## Certificate structure

Divided into 7 lessons, the programme has been developed by leading international arbitrator, Charles Debattista. Mr Debattista is also a special advisor to the official ICC Incoterms® 2020 Drafting Group. The group consists of 9 experts, including ICC's Trade and Investment Directors from Asia, America and Europe. The three-hour course provides an understanding of the trade terms and how they give a common framework to the trade industry.

## Certificate Outline

- Lesson 1: Overview of Incoterms® Rules
- Lesson 2: Definition of Incoterms® 2020
- Lesson 3: Obligations Part 1
- Lesson 4: Obligations Part 2
- Lesson 5: Comparison Matrix
- Lesson 6: Industry Case Studies
- Lesson 7: Assessment

## Why take the INCO?

- Evolve your international trade activities by learning to identify the best Incoterms® rules for your business contracts.
- Avoid costly mistakes by learning buyer and seller obligation relating to costs, insurance, trade documents and more
- Understand the origins and technology-driven future of the Incoterms® rules—the world's essential trade terms since 1936

## Price

The price of the certificate is US\$399. This includes access to all 7 lessons, in addition to the assessment examination. The certificate and digital publication bundle is priced at US\$429.

## Accredited by



## What's included with the full certification purchase?

- One-year access to the e-learning course – four hours of learning over seven lessons – delivered exclusively online
- Interactive learning – 10 sample documents and 30+ assessment questions to help you grasp key concepts easily and review the course material
- New comparison matrix tool that allows you to quickly compare different Incoterms® and understand which one best fits your needs
- A live, proctored final exam with the potential to receive an industry recognised certificate
- Dedicated, full-time IT support to assist with any issues or questions

## What INCO Alumni say

“Getting training directly from the ‘horse’s mouth’ is more valuable to me - and other people looking to work with me - than having my knowledge certified by a third party who has not created the Incoterms® rules.”

**Praveenkumar Miriyala**

Trade Specialist, India

“The critical thing with the Incoterms® rules is to choose the right rule for the right trade: when is FCA better than FOB, or DPU better than EXW? Get it wrong and profits quickly become losses. Avoid surprises with the ICC Academy’s online training and testing on Incoterms® 2020—it is a valuable investment.”

**Charles Debbatista**

Special Adviser, ICC Incoterms® 2020 Drafting Group  
Counsel and Arbitrator, 36 Stone



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International Business

# Certificado (INCO) Incoterms® 2020



El Certificado (INCO) *Incoterms*® 2020 ofrece un conocimiento práctico completo de los términos comerciales reconocidos globalmente de la CCI, que ofrecen una guía específica para participar en el comercio global de importación y exportación. Disponible en inglés y español, este curso ayuda a los comerciantes a evitar costosos malentendidos aclarando las tareas, los costes y los riesgos que implican la entrega de mercancías.

## ¿Quién realiza el INCO?

### Área Empresarial

Contables, equipos de auditoría, gestores de desarrollo de negocio y marketing, exportadores e importadores (en PYMES y empresas, así como gestores de ventas y compras.

### Comercial y Logística

Proveedores logísticos, abogados y árbitros comerciales, agentes aduaneros, transportistas, operadores de transporte general, gestores de seguro y consultores comerciales.

### Bancos

Gestores financieros y de compras, gestores de cumplimiento y de riesgo, gestores de atención al cliente, equipos administrativos de financiación comercial y de operaciones comerciales.

## Certificate structure

Este programa, dividido en 7 lecciones, ha sido diseñado por el árbitro internacional de referencia, Charles Debattista. D. Debattista también es un asesor especializado del Grupo oficial de Redacción de Borrador de *Incoterms*® 2020 de la CCI. El grupo está compuesto por 9 expertos que incluyen directores Comerciales y de Inversión de la CCI de Asia, América y Europa. El curso de tres horas ofrece conocimientos sobre los términos comerciales y cómo representan un marco común para el sector comercial.

## RESUMEN DEL CERTIFICADO

- Lección 1: Resumen de las Reglas Incoterms®
- Lección 2: Definición de los Incoterms® 2020
- Lección 3: Obligaciones Parte 1
- Lección 4: Obligaciones Parte 2
- Lección 5: Matriz de comparación
- Lección 6: Casos de estudio sectoriales
- Lección 7: Evaluación



## ¿Por qué realizar el INCO?

- Desarrolle sus actividades de comercio internacional aprendiendo.
- A identificar la mejor regla Incoterms® para sus contratos empresariales.
- Evite costosos malentendidos aprendiendo las obligaciones del comprador y del vendedor en relación con los costes, seguros, documentos comerciales y más.
- Entienda los orígenes y el futuro impulsado por la tecnología de las reglas Incoterms®, los principales términos comerciales internacionales desde 1936.

## Precio

El precio del certificado es de 399 USD. Esto incluye acceso a las 7 lecciones además de un intento en el examen de evaluación. El conjunto de certificado y publicación digital tiene un precio de 429 USD.

## Accredited by



“Lo decisivo con las reglas Incoterms® es elegir la regla adecuada para el comercio correspondiente: ¿Cuándo es mejor FCA que FOB, o DPU mejor que EXW? Si se elige mal, los beneficios se convierten rápidamente en pérdidas. Evite sorpresas con la formación y evaluación en línea de la Academia de la CCI sobre Incoterms® 2020, se trata de una valiosa inversión.”

### Charles Debbatista

Asesor Especial, Grupo de la CCI de Redacción de Borrador de *Incoterms® 2020*  
Abogado y árbitro, 36 Stone



BUY NOW



际业务

# Incoterms® 2020 证书 (INCO)

Incoterms® 证书 (INCO) 提供了 ICC 全球公认的商业贸易术语的全面工作知识，为参与全球贸易进口和出口的人提供具体指导。本书有英文和西班牙文版本。这专业证书通过澄清货物交付中涉及的任务、费用和风险，帮助贸易商避免误解。

## 谁适合参与 INCO 课程？

### 企业

会计师、审计团队、业务发展和营销经理、中小企业和公司的出口商和进口商，以及销售和采购经理。

### 贸易与物流

物流供应商、商业律师和仲裁员、海关经纪人、货运代理、一般运输公司、保险经理和贸易顾问。

### 银行

财务和采购经理、合规和风险经理、前台关系经理、后台贸易融资和贸易运营团队。

## 证书结构

该课程分为 6 课，由著名的国际仲裁员 Charles Debattista 教授开发。Charles Debattista 教授也是国际商会 Incoterms® 2020 官方起草小组的特别顾问。该小组由 9 名专家组成，包括来自亚洲、美洲和欧洲的国际商会贸易和投资主任。

这个三小时的课程提供了对贸易术语的理解，以及它们如何为贸易行业提供一个共同的框架。

## 课程

- 第 1 课– Incoterms® 2020 规则概述
- 第 2 课– Incoterms® 2020 的定义
- 第 3 课– 义务第一部分
- 第 4 课– 义务第二部分
- 第 5 课– 行业案例研究
- 第 6 课– 评估

## 课程由谁认证

The London Institute  
of Banking & Finance

## 为什么参与 INCO 课程？

- 通过学习发展你的国际贸易活动 来为您的商业合同确定最佳的 Incoterms® 2020 规则。
- 通过学习买方和卖方费用、保险、贸易文件 等有关的义务以避免代价高昂的错误。
- 理解 Incoterms® 2020 的起源和技术驱动的未来。

## 价格

该证书的价格为399美元。这包括所有6课和评估考试。

## 购买完整的认证包括哪些内容？

- 一年的电子学习课程使用权— 6 个课时的学习，完全在网上进行
- 互动学习— 10 个样本文件和 30 多道评估题，帮助你轻松掌握关键概念，复习课程材料
- 一次现场监考的期末考试，让你获得行业认可的证书
- 专职全职的IT支持，协助处理任何问题或疑问

### INCO 校友说：

直接从 ICC 获得培训对我以及其他希望与我合作的人来说比让我的知识得到未制定 Incoterms® 2020 的第三方的认证更有价值。

**Praveenkumar Miriyala**

贸易专家，印度

« Incoterms® 规则的关键之处在于为正确的贸易选择正确的规则：什么时候 FCA 比 FOB 好，或者 DPU 比 EXW 好？弄错了，利润很快就会变成损失。通过 ICC 学院关于Incoterms® 2020 的在线培训和测试一项有价值的投资»。

**Charles Debattista 教授**

Incoterms® 2020 起草小组特别顾问



本课程由中国政法大学法学教授、国际银行法与实务中心主任高翔教授协助翻译成中文。高教授还是两本关于 Incoterms® 2020 规则的书籍的作者；INCOTERMS® 2020: Comprehensive Interpretation and Legal Guide, 中国海关出版社和INCOTERMS® 2020: Interpretation and Application。

**Gao Xiang 教授**

中国政法大学法学教授、国际银行法律与实务研究中心主任。

BUY NOW



International Business

# Certificate in Digital Trade Strategy (CDTS)

**Make informed business decisions and create coherent policies for digital trade**

The Certificate in Digital Trade Strategy is designed to give you a complete, end-to-end picture of what is needed to digitise your trade and supply chain processes.

## Who is the CDTS for?

### Shippers and Carriers

Heads of Trade, Heads of Strategy,  
Heads of Sales Operations, Heads of Logistics,  
Enterprise Architects, Chief Digital Officers.

### FinTechs

Heads of Technology, Chief Product Officers,  
Architects, Developers

### Banks

Heads of Trade, Head of Risk and Compliance

### Policy Makers

Heads of Trade Policy, Digital Trade Policy Leads

## Certificate structure

The objective of the course is to provide learners with a deep understanding of the various components required to digitise trade and supply chain processes at scale. Learners will leave the course with a macro level understanding of the various supply chain component parts applicable in trade, the standards relating to each component part, and how these can reduce friction in integration. The curriculum is split into 5 modules, each containing between 4-6 lessons, and a final exam.

**Module 1**—The architecture of international trade and supply chains

**Module 2**—Critical challenges associated with digitising trade and trade finance

**Module 3**—The making of an enabling legal environment for digital trade

**Module 4**—Exchanging trade and supply chain data in a trusted environment

**Module 5**—Interoperability frameworks—putting it together

**Final exam**—1 hour, proctored online assessment. Candidates who pass will receive a digital certificate signed by the ICC Secretary General

## Why take the CDTs?

- Identify the right strategy to accelerate your digitisation roadmap through a holistic understanding of your supply chains
- Adopt a common, standards-based approach to digital transformation and avoid 'digital islands'
- Remove manual inefficiencies and boost profitability with rich, real-time data that makes trade faster, cheaper and more secure, while reducing environmental impact

## Course authors

Jointly produced by the ICC Digital Standards Initiative and ICC Academy, this unique online course brings together insights from a well curated panel of more than 20 industry champions, legal experts, innovative trailblazers and public policy officials

### **Oswald Kuyler**

MonetaGo

### **Hannah Nguyen**

ICC DSI

### **Emmanuelle Ganne**

WTO

### **Erick Tavares**

Vale

### **Anesan Naidoo**

Anglo American

### **Martijn Thijsen**

Port of Rotterdam

### **Tat Yeen Yap**

MonetaGo

### **Hans Huber**

Id4.trade

### **Alisa DiCaprio**

R3

### **Louise**

### **Taylor-Digby**

SWIFT

### **Merlin Dowse**

JP Morgan

### **Raoul Renard**

Attorney

### **Stephan Wolf**

GLEIF

### **Jaco Voorspuij**

GS1

### **Thierry Grumiaux**

GS1

### **Niels Nuyens**

DCSA

### **Grant Hunter**

BIMCO

### **Stephane Graber**

FIATA

### **André Casterman**

Casterman Advisory & ITFA

### **Kay Ren Yuh**

IMDA

### **André Simha**

MSC

## What's included

- One-year access to the entire certificate programme—more than 5 hours of online learning over 5 modules, 20+ lessons and a final online exam
- 20 video lectures from industry champions, legal experts, innovative trailblazers and public policy officials
- Interactive learning—the course contains self-assessment questions and case studies to help you embed what you learn and apply it to real world scenarios
- A timed one-hour online exam—if you pass (70%) you will receive an ICC Academy, industry-recognised certificate

"In today's increasingly digitalised world, going digital is no longer a nice to have, it is a must have. Organisations that fail to digitalise their trade and supply chains are likely to be left behind. While going digital does require some resources, it pays off in the medium to long term. The sooner a company makes the move, the more rapidly it will be able to enjoy the benefits."

### **Emmanuelle Ganne**

World Trade Organization (WTO)



### **CDTS for individuals**

US\$499

### **CDTS for teams**

(5 or more)

US\$ tailored pricing

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International Business

# Free Trade Agreement Certificate (FTAC)

The Free Trade Agreement Certificate (FTAC) is an online programme that provides a clear understanding of the often difficult and legalistic FTA rules to enter key overseas market.

The advanced-level curriculum provides a collaborative mapping of how business units can come together to overcome perceived technicalities and generate revenue-boosting solutions.

## Who's taking the FTAC?

### Trade and logistics

Carriers, customs brokers, forwarders, insurers, logistics service providers, professionals working in supply chain and manufacturing, as well as trade consultants.

### Corporates

Audit, legal, procurement, sales, taxation and trade compliance teams, as well as business development executives.

## Certificate structure

Divided into 5 lessons, the programme was developed by Globalab's Principal Trainer, Maler Vilee, who has more than 15 years of experience working with governments in trade, investment and free trade agreements. The three-hour interactive course aims to train companies, especially small and medium-sized enterprises, to be adept at using FTAs to boost export competitiveness and identify new growth opportunities.

## Certificate Outline

- Lesson 1: Strategic Planning Behind FTAs
- Lesson 2: Overview of the FTA basics
- Lesson 3: Importance of FTAs for Business Operations
- Lesson 4: Industry Case Studies
- Lesson 5: Assessment



## Why take the FTAC?

- Learn how to expand and source your business activities more competitively via FTAs
- Save valuable resources by leveraging tariff elimination and reduction on specific products when traded via FTAs
- Avoid costly mistakes by understanding sanitary, anti-dumping, and phytosanitary measures, including worst-case scenarios

## Price

The price of this certificate is US \$350. This includes access to all 5 lessons, in addition to the assessment examination.

## In partnership with



## Accredited by



## What's included with the full certification purchase?

- One-year access to the e-learning course—three hours of learning over five lessons—delivered exclusively online
- Interactive learning—assessment questions and case studies to help you grasp key concepts easily and review the course materials.
- A live, proctored final exam with the potential to receive an industry recognised certificate
- Dedicated, full-time IT support to assist with any issues or questions



"As a global trading hub, Singapore's extensive network of 24 Free Trade Agreements (FTAs) and Economic Partnership Agreements (EPAs) help our companies access overseas market opportunities with FTA partner countries. It is increasingly important for companies to be adept at using FTAs to boost export competitiveness and identify new growth opportunities. The latest FTA Certificate Programme by the ICC Academy supports professionals handling cross-border trade with the foundation of FTA regulations to enhance their understanding and its applications."

**Satvinder Singh**

Assistant Chief Executive Officer, Enterprise Singapore

**BUY NOW**



International Business

# E-invoicing Solutions Certificate (ESC)

The E-Invoicing Solutions Certificate (ESC) explains the steps necessary to adopt e-invoicing, the processes for successful implementation and its benefits with the aim of expanding business.



## Who's taking the ESC?

Business owners and management teams, export and import managers, finance and operations teams, trade lawyers, trade promotion executives and banks.

## Certificate structure

Divided into 5 lessons, the programme has been created alongside Mastercard and in partnership with Basware and Xero. The certificate leverages a deep understanding of the digital payment ecosystem to increase the efficiency of an organisation's finance operations while making it easier to transact with customers.

## Certificate Outline

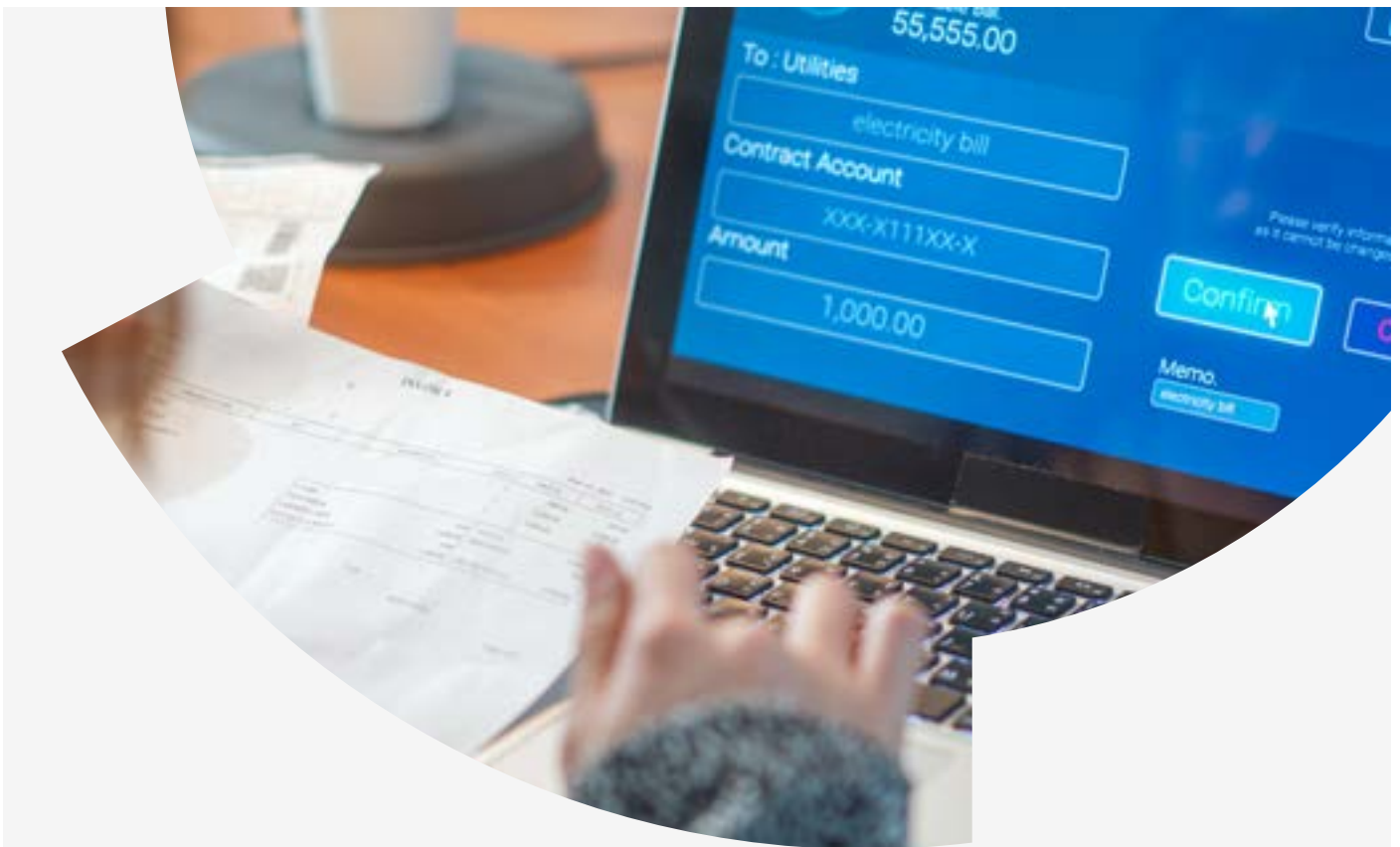
- Lesson 1: Traditional Methods
- Lesson 2: E-Invoicing Overview
- Lesson 3: Going Digital
- Lesson 4: Industry Case Studies
- Lesson 5: Assessment

## In partnership with



## Brought to you by





## Why take the ESC?

- Reduce common mistakes with traditional invoicing, while improving tax reporting, working capital and supplier relations
- Improve access to lending and finance by enabling easy presentment of your business' financial history
- Boost your digital footprint and attract new and connected audience bases

## Price

The price of the certificate is US\$350. This includes access to all 5 lessons, in addition to the assessment examination.



"When companies are just starting out, invoicing is pretty straightforward. It's when the volume of customers increases that it starts to become a challenge. This is when digitizing invoicing becomes essential to a business's ability to continue to grow. While starting on the path to digitization may sound daunting, it begins with a simple switch to e-invoicing. For ambitious SMEs, this practical and user-friendly course is a must as it combines the decades of know-how and resources of ICC Academy, Mastercard, Basware and Xero to help SMEs improve their day-to-day business operations."

**James Anderson**

Executive Vice President of Commercial Products, Mastercard

**BUY NOW**



International Business

# Microfinance Associate Certificate (MAC)

The Microfinance Associate Certificate (MAC) provides a practical overview and leverage a deeper understanding of challenges and processes required to achieve business-readiness for anyone joining the microfinance industry.

## Who's taking the MAC?

Microfinance providers, SMEs, financial institutions, corporates, banks, non-profit organisations, legal and regulation teams.

## Certificate structure

Comprising 5 courses, the programme has been created in partnership with Satin Creditcare Network (SCNL), one of the world's leading microfinance providers. Microfinance institutions and services provide financial assistance and awareness to people living in less-developed economies. The certificate covers the primary models, application methods and impact of microfinance, as well as the possible risks and mitigation strategies.

## Courses

- Introduction to Microfinance
- Microfinance Ecosystem and Application
- Microfinance Technology and Analytics
- Microfinance Risk and Mitigation
- Microfinance Indicators and Impact

## In partnership with





### Why take the MAC?

- Streamline application processes for all parties via best practices and collaborative risk mitigation strategies
- Understand the new microfinance business models which have grown to serve 140 million low-income clients
- Discover the impact of financial inclusion on climate change, economic growth, SMEs and more.

### Price

The price of this certificate is US \$499. This includes access to all 5 courses, in addition to the assessment examination.



"Microfinance as an industry has a high social and economic impact. This new programme, 'Microfinance Associate Certificate (MAC)' will help industry veterans and professionals unlock the potential to drive financial inclusion agenda, along with techniques of processes, technology, business analytics, and risk mitigation. MAC as an intellectual resource, enhances the knowledge, information, ideas and decision making at all levels and help them contribute towards the larger social fabric of the unbanked and the communities from the bottom of the pyramid.

We are glad to have partnered with ICC Academy to design this programme."

**H P Singh**

Chairman, Satin Creditcare Network

BUY NOW



Regulation and Compliance

# Certificate on the Common Reporting Standard (CCRS)

## Compliance Training and Strategies

The Certificate on the Common Reporting Standard (CCRS) explains the key requirements and intentions of the Common Reporting Standard (CRS), an international reporting regime for the automatic exchange of information on financial accounts.

The advanced level programme aims to help industry practitioners build a comprehensive understanding of the CRS regime so they can better combat offshore tax evasion and increase tax transparency.



## Who's taking the CCRS?

General practitioners working in banks, corporates, or financial institutions in functions such as relationship management, credit and compliance.

## Certificate structure

Divided into six lessons, the programme has been created in partnership with Regnology. The four-hour interactive course helps understand how to incorporate the CRS regime as part of a strategic compliance operating model. Professionals can learn how to navigate common issues while onboarding clients or review change in circumstances, including preparing them for reporting exercises and audits.

## Certificate outline

- Lesson 1: Automatic exchange of information and CRS
- Lesson 2: CRS: Reporting basics
- Lesson 3: Due diligence on opening new accounts
- Lesson 4: Remediation of pre-existing accounts
- Lesson 5: Monitoring for changes in circumstances
- Lesson 6: Best practices for a comprehensive compliance strategy



## Why take the CCRS?

- Learn to classify financial institutions and accounts as per the CRS criteria
- Understand due diligence, reporting requirements and key considerations under CRS
- Implement best practices of CRS, including broader AML/KYC compliance practices

## Accredited by



## Price

The price of the certificate is US\$350. This includes access to all six lessons, in addition to the assessment examination.

## What's included with the full certification purchase?

- 6-months access to the entire certificate programme—6 online lessons and a final online exam
- Interactive learning—quiz questions, challenge activities and 8 case studies to show you how to apply what you learn to real-world scenarios
- Downloadable study guide for offline reference
- Lesson highlight summaries at the end of every lesson to recap what you have learned
- A live, proctored final exam with the potential to receive an industry recognised certificate
- Dedicated, full-time IT support to assist with any issues or questions



BUY NOW



Regulation and Compliance

# IMB NVOCC Bill of Lading Certificate (NBL)

The IMB NVOCC Bill of Lading Certificate (NBL) provides an understanding of NVOCC bill of lading issuances, either to sign up for the International Maritime Bureau (IMB) Non-Vessel Owning Common Carriers (NVOCC) Registry or as part of a staff training programme.



## Who's taking the NBL?

NVOCCs currently facing suspension from the IMB NVOCC registry, as well as actual carriers, cargo owners, other general traders and related stakeholders in banks.

## Certificate structure

Divided into 4 lessons, the programme has been developed by Pottengal Mukundan, the Director and CEO of ICC Commercial Crime Services—the world business organization's commercial crime fighting arm. The three-hour interactive course aims to raise industry standards and covers a range of topics from the basics of trade logistics to the importance of bills of lading in international trade in order to properly issue a bill of lading.

## Why take the NBL?

- Streamline your logistics process with a solid understanding of bills of lading
- Gain a competitive edge by showing industry compliance and accountable business practices as a NVOCC
- Avoid costly and time-consuming legal investigations into improperly issued bills of lading

## Certificate Outline

- Lesson 1: Overview of Bills of Lading
- Lesson 2: The Role of Bills of Lading in Global Trade
- Lesson 3: Understanding the IMB Register and Code
- Lesson 4: Assessment

## Price

The price of the certificate is US\$350. This includes access to all 4 lessons, in addition to the assessment examination.

## In partnership with



INTERNATIONAL  
MARITIME  
BUREAU

## What's included with the full certification purchase?

- One-year access to the e-learning course—2-3 hours of learning over four lessons—delivered exclusively online
- Interactive learning—17 self-assessment quizzes and 6 case studies to help you grasp key concepts easily and review the course materials.
- A live, proctored final exam with the potential to receive an industry recognised certificate
- Dedicated, full-time IT support to assist with any issues or question

“A bill of lading is one of the most critical elements of an international trade transaction. When the content of a bill of lading is manipulated, the risks of fraud, malpractice or money laundering increases significantly for the stakeholders relying upon it — these include banks, shipping companies and counterparty traders. It is therefore important that NVOCCs understand the key role played by the bill of lading that they issue and the need for them to accurately represent the physical shipment.”

### Pottengal Mukundan

Director and CEO of ICC Commercial Crime Services



**BUY NOW**



Regulation and Compliance

# Ethical Marketing And Advertising (EMA)

The Ethical Marketing and Advertising (EMA) is a specialised programme providing the latest training needed to conceptualise, design and deliver responsible marketing communications.

The advanced-level course offers the know-how and skills to spot and avoid ethics violations, critical to those looking to build consumer trust and brand loyalty.



## Who's taking the EMA?

Advertisers, marketers and other professionals working for regulators advocacy groups, advertising associations and academic institutions, including their business students.

## Certificate structure

Divided into 6 lessons, the programme was developed by experts from ICC's Marketing and Advertising Commission and the renowned international business school, INSEAD. The two-hour interactive course provides a comprehensive understanding of the principles at the heart of global advertising codes, which are applicable across all industries.

## In partnership with



## Certificate outline

- Lesson 1: What is the ICC Code?
- Lesson 2: Importance of Ethical Advertising
- Lesson 3: Ethical Principles relating to Customers
- Lesson 4: Ethical Principles relating to Society
- Lesson 5: Ethical Principles relating to Competitors
- Lesson 6: Digital Marketing



## Why take the EMA?

- The only official academic adaptation of the ICC Marketing and Advertising Code—an industry standard for over 80 years
- Learn to produce transparent and effective forms of international advertising
- Create a healthy brand for your company to earn customer loyalty for long-term strategic growth

## Price

This course is available free of charge. Professionals wishing to solidify their commitment to the ICC Code and earn an ICC Academy Certificate are encouraged to take our final examination for a nominal fee of US\$200.

“The ICC Code provides globally applicable road signs for marketing practice, which help build confidence in business. This e-course brings the Code guidance to life with the aid of practical industry examples.”

### **Brent Sanders**

Professor of International Trade and Fashion Law, Fashion Institute of Technology  
Chair, ICC Commission on Marketing and Advertising  
Assistant General Counsel, Microsoft



“The EMA demonstrates, in practical terms, how the ICC Code’s principles and provisions can be applied in everyday practice when developing marketing campaigns. We are confident that this e-course will be a key resource to help marketers employ today’s and tomorrow’s most innovative techniques to market their products and services.”

### **Raelene Martin**

Policy Manager, ICC Commission on Marketing and Advertising  
Assistant General Counsel, Microsoft



“As a global trading hub, Singapore’s extensive network of 24 Free Trade Agreements (FTAs) and Economic Partnership Agreements help our companies access overseas market opportunities with FTA partner countries. It is increasingly important for companies to be adept at using FTAs to boost export competitiveness and identify new growth opportunities. The FTAC by the ICC Academy supports professionals handling cross-border trade with the foundation of FTA regulations to enhance their understanding and its applications.”

**Satvinder Singh**

Assistant Chief Executive Officer, Enterprise Singapore

“Today, digitising invoicing is essential to a business’s ability to grow. When companies are just starting out, invoicing is pretty straightforward. It’s when the volume of customers increases that it starts to become a challenge. While this may sound daunting, it starts with a simple switch to e-invoicing. For ambitious SMEs, this practical and user-friendly course is a must, as it combines the decades of know-how and resources of the ICC Academy, Mastercard, Basware and Xero to help SMEs improve their day-to-day business operations.”

**James Anderson**

Executive Vice President of Commercial Products, Mastercard



96.8% of our 1,700 survey  
respondents gave  
positive feedback on  
our certificates



To learn more about the ICC Academy, please contact  
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