

# Gold-standard learning from the International Chamber of Commerce



# About us

The ICC Academy is the educational and training arm of the International Chamber of Commerce (ICC), the standard setter for world business. We offer online certifications and bespoke training programmes to meet the educational needs of banks, corporates and other organisations at the forefront of international trade, all taught by ICC's unrivalled roster of international experts.

## Why choose ICC Academy



### Access the combined expertise of 45 million companies

ICC is the institutional representative of 45 million companies in more than 170 countries, including start-ups, SMEs and large multi-national corporations. Our courses, certifications and bespoke training programmes draw upon the combined expertise and knowledge of a network unlike any other institution in the world.



### Benchmark certifications from the standard-setters for world business

For the last 100 years, ICC has set the rules and standards that govern international trade and commercial disputes. We created the Incoterms® Rules, UCP 600 for documentary credits and are paving the way for a digital trade ecosystem through the ICC Digital Standards Initiative. When you learn directly from ICC, you gain a level of authority and credibility that others cannot match.



### Learning for everyone, every day, everywhere

All ICC Academy certifications and courses can be completed 100% online, meaning you can access them wherever you are in the world, 24 hours a day. Our alumni come from more than 130 countries and our training programmes are based on globally applicable rules and principles. They are designed to work for everyone, every day, everywhere. All you need is a stable internet connection.

## Contact us

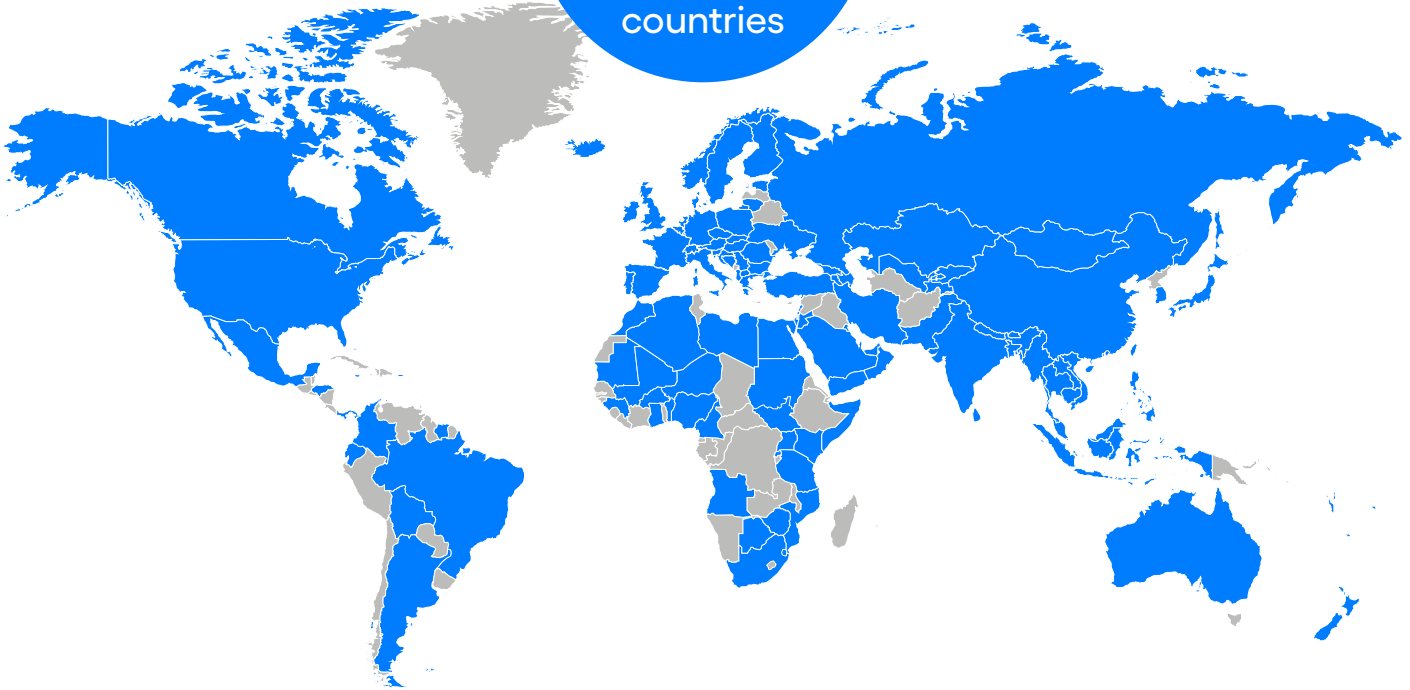
28 Maxwell Road, #02-11, Maxwell Chambers Suites, Singapore 069120

[info@iccademy.com.sg](mailto:info@iccademy.com.sg)

+65 68059453

# Our network

Join  
more than  
**6000**  
alumni in over  
**130**  
countries



Join more than 1000 companies and institutions using  
the ICC Academy to upskill their employees



# Testimonials

“I enrolled in the Certified Trade Finance Professional (CTFP) because this certification is authored by leading trade finance experts from the ICC’s Banking Commission, making it one of the most credible programmes available in the market. Each course is structured to ensure the essentials of global trade finance have been sufficiently covered.”

**Ling Fong Tay, Head of Transaction Services,  
Product Management, Asia, SEB, Singapore**

“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, Procurement  
and Logistics Coordinator, Bambaw, Belgium**

“The Global Trade Certificate (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. It has provided me with solid expertise on trade finance products.”

**Sarah Salah, Head of Trade Products,  
Transaction Banking, Emirates NBD, Egypt**

“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 Export/Import Certificate (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**

# Our certification programmes



## Trade Finance

Certificate in Digital Trade Strategy (CDTS)

Global Trade Certificate (GTC)

Certified Trade Finance Professional (CTFP)

Certified Documentary Credits Expert (CDCE)



## International Business

Incoterms® 2020 Certificate Available in English, Spanish, Chinese and French

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 in Responsible Green Marketing Communications (RGMC)

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



### Guillermo Jimenez

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



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Chief Digital & Information Officer, MSC Mediterranean Shipping Company



### John Bugeja

Co-Founder and Managing Director, Trade Advisory Network Ltd



### Emmanuelle Ganne

Senior Analyst, World Trade Organization (WTO)



### Vijay Vashist

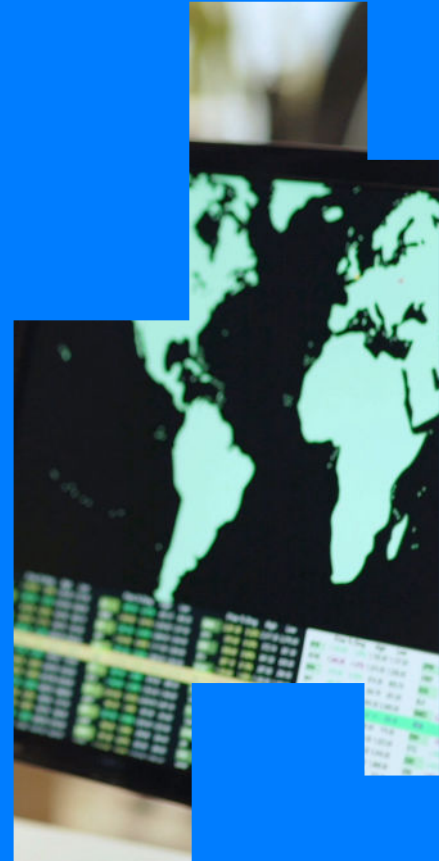
Managing Director, Global Transaction Services, DBS Bank

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# 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

**GTC for corporates**  
Bespoke pricing

Contact  
[sales@iccademy.com.sg](mailto:sales@iccademy.com.sg)

## 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?

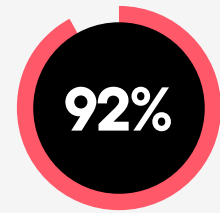
- Acquire a foundational understanding of global trade finance solutions
- Learn to use trade finance tools effectively to mitigate risks
- Understand trade finance process flows—from the steps and responsibilities to the required documents used

## 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

**LIBF**



## 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

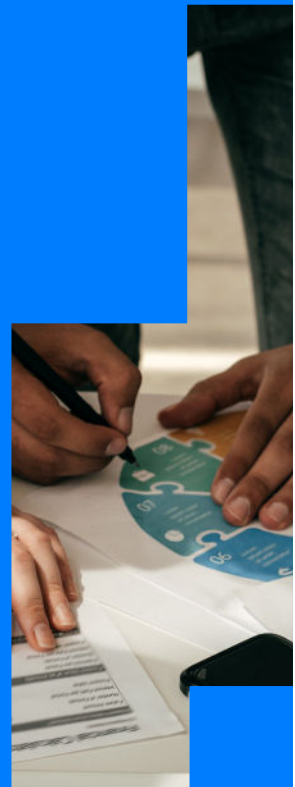
BUY NOW



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



**Full Certification**  
US\$1,499

**Individual Course**  
US\$200

**CTFP for corporates**  
Bespoke pricing

Contact  
sales@icccademy.com.sg

## 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?

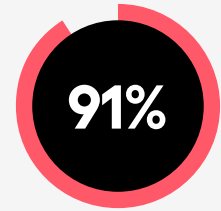
- Explore advanced characteristics of trade finance, including processes and legal framework
- Gain an understanding of the roles and relationships of all parties involved in a transaction
- Become an expert in complex financial instruments to make viable commercial contracts

## 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

**LIBF**



## 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 are people saying about the CTFP?

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

## 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

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# Certified Documentary Credits Expert (CDCE)

Take the next step in your documentary credits learning pathway and achieve the highest level of ICC-certified competence in this field. The CDCE is designed to help you overcome the most complex aspects of a documentary credit transaction and challenging real-world, operational scenarios. It is taught in a hybrid format that combines self-paced lessons with live, online workshops run by an ICC-approved instructor for a total of more than 60 hours of learning.



## Who is the CDCE for?

To enroll on the CDCE you need to meet **a minimum of one** of these requirements:

- Have a minimum of 5 years' experience in a trade finance or treasury role, with extensive experience of managing documentary credits **OR**
- Have completed and passed a related certification such as the CDCS or CTFP **OR**
- Have a letter of recommendation from your employer or ICC National Committee

## Why take the CDCE?

- Gain the **expert-level skills** necessary to analyse and provide solutions to the most complex and challenging aspects of a documentary credit transaction
- Get **hands-on, practical experience** of navigating more intricate trade finance scenarios through case studies and instructor-led workshops
- Learn directly from the organisation that created the UCP 600 and ISBP 821 rules that are widely adopted in the use of documentary credits around the world



## Certificate structure

The CDCE is split over four online lessons and four live, online workshops, with each workshop dedicated to covering what you have learned in the corresponding lesson. E.g. workshop 1 will cover lesson 1 and so on.

Each workshop will focus on real-world problem-solving using case studies, group work and formative assessments.

- **Lesson & workshop 1:**  
Documentary credits—parties and fundamental terms and conditions
- **Lesson & workshop 2:**  
Issuance of a documentary credit and amendments
- **Lesson & workshop 3:**  
Presentation of the required documents and payment
- **Lesson & workshop 4:**  
Modalities of documentary credits and other guarantee instruments



**CDCE for individuals**  
US\$1099

**CDCE for corporates**  
Bespoke pricing

Contact  
sales@icccademy.com.sg

## What's included with this certification?

The CDCE gives you 12-months access to 60+ hours of online learning, including:

- Four online lessons that include case studies, assessment quizzes and other reflective exercises
- Four 3-hour online workshops with an ICC-approved trainer, with 2-3 opportunities to attend each of the workshops over 12 months
- Recordings of all workshops that take place during your 12-month access period
- Free digital copies of the UCP 600 and ISBP 821
- A student-led online learning support community with instructor involvement
- A two-hour online examination with 70 multiple-choice questions and 2 case-based essay questions. You can access practice questions in your learning platform
- A downloadable ICC certificate of achievement valid for 5 years (first recertification is free)

The CDCE curriculum has been developed by Miguel Angel Bustamante. Miguel has more than 40 years of experience in the banking industry and is former president of the ICC Banking Commission. Since 1997, he has been an ICC DOCDEX expert for the resolution of conflicts on documentary credits, standby letters of credit and demand guarantees. Miguel is a member of the ICC working group for the revision of the following trade finance rules: UCP, ISBP, ISP98, URDG, URBPO, eUCP and eURC. He is also the author of the book *Los Creditos Documentarios en el Comercio Internacional*, now in its sixth edition.

### **Miguel Angel Bustamante**

Former president of ICC Banking Commission  
and ICC DOCDEX expert



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International Business

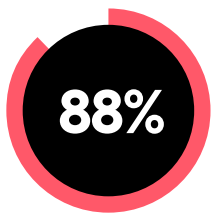
# Export/Import Certificate (EIC)



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

## 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



**Full Certification**  
US\$699

**Individual Course**  
US\$150

**EIC for corporates**  
Bespoke pricing

Contact  
sales@icccademy.com.sg

## 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.

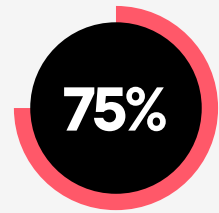
## Accredited by

**LIBF**



## 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



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

# Certificado de Exportación/Importación (EIC)



El certificado de exportación/importación (EIC) proporciona conocimientos amplios y prácticos sobre cómo realizar transacciones transfronterizas. Este programa de certificación profesional ofrece una comprensión profunda de los procesos de comercio internacional y sus riesgos relacionados para competir con éxito en los mercados extranjeros.

## Quién debe tomar el EIC

Profesionales del comercio internacional, incluidos auditores, agentes de aduanas, gerentes de exportación e importación, transitarios y transportistas, proveedores de seguros, banqueros de financiación comercial, inspectores privados y gubernamentales, abogados comerciales y ejecutivos de promoción comercial.

88%

El 88% de nuestros graduados del EIC encuestados dijeron que la certificación les ayudó a eliminar su brecha de conocimientos

## Estructura de certificados

Compuesto por 5 cursos, el programa fue creado por el destacado experto en comercio, Guillermo Jiménez, autor de la publicación más vendida, La guía de exportación e importación de la ICC: Global Normas para el comercio internacional. Cada curso cubre las habilidades esenciales requeridas para operar en todo el mundo y gestionar negocios internacionales desde la negociación de contratos hasta la resolución de disputas transfronterizas.

## Cursos

- Descripción general del comercio internacional
- Transacciones y contratos comerciales
- Dispositivos de financiamiento y seguridad
- Logística internacional y aprovisionamiento
- Gestión de negocios globales



**Certificación completa**  
US\$699

**Curso individual**  
US\$150

**EIC para compañías**  
Precios a medida'

[sales@iccademy.com.sg](mailto:sales@iccademy.com.sg)

## Por qué cursar el EIC?

- Conocer las estrategias clave de entrada al mercado a partir de las mejores prácticas de la industria
- Evitar errores costosos identificando los riesgos comerciales en una transacción
- Mejorar las habilidades de negociación y gestión de riesgos mediante una mejor comprensión del mercado global

## Qué incluye la compra de la certificación completa?

- Acceso durante un año a todo el programa de aprendizaje en línea (5 cursos)
- Aprendizaje interactivo con 4 horas de videoconferencias y 16 animaciones narradas y 250 preguntas de evaluación sobre una variedad de temas
- Un glosario imprimible y con capacidad de búsqueda que contiene todos los términos clave a los que hacer referencia durante todo el programa
- Estudios de casos de 15 empresas o personas para ayudarlo a aplicar su aprendizaje al mundo real
- Un examen final en vivo y supervisado con la posibilidad de recibir un certificado reconocido por la industria
- Soporte de TI dedicado a tiempo completo para ayudarlo con cualquier problema o pregunta

### Accredited by

**LIBF**



**75%**

El 75% de los graduados del EIC encuestados dijeron que sí recomendarían el EIC a un colega

## Lo que dicen los exalumnos de EIC

“Cuando mis clientes me hacen preguntas sobre transporte y financiación, ahora tengo las respuestas y me siento en una posición mucho mejor para ayudarlos. El EIC me ha hecho sentir mucha más confianza y siento que puedo ofrecer a mis clientes una buena relación calidad-precio.”

**Collins Ayoo**

International Trade Centre, Kenya



“En este entorno complejo y que cambia rápidamente, vale la pena estar al día con las normas globales y estrategias de exportación. Este curso completo de la Academia ICC ofrece una base en las mejores prácticas y terminología de exportación e importación.”

**Guillermo Jimenez**

Profesora de Comercio Internacional y Derecho de la Moda,  
Instituto de Tecnología de la Moda

Este curso ha sido traducido al español con la ayuda de **Miguel Angel Bustamante Morales**. Desde 1997, Miguel ha sido asesor y facilitador de formación para ICC México en diferentes temas de comercio exterior y es capacitador certificado por la ICC en las reglas Incoterms® 2020. Miguel es también ex presidente de la Comisión Bancaria de la CCI y miembro de los grupos de trabajo de la CCI para la revisión de las siguientes normas de la CCI: UCP, ISBP, ISP98, URDG, URBPO, eUCP, eURC, así como participante activo en las tres últimas revisiones de los Incoterms; 2000, 2010 y 2020.



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International Business

# Incoterms<sup>®</sup> 2020 Certificate

The Incoterms<sup>®</sup> 2020 Certificate 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, Spanish, Chinese and French, 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 Incoterms<sup>®</sup> 2020 Certificate?

### 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<sup>®</sup> 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<sup>®</sup> Rules
- Lesson 2: Definition of Incoterms<sup>®</sup> 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 Incoterms® 2020 Certificate?

- 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

## Accredited by

**LIBF**



## 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.

### Incoterms® 2020 Certificate for corporates

Bespoke pricing

Contact

sales@icccademy.com.sg

## 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 Incoterms® 2020 Certificate 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 Incoterms® 2020



El Certificado *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.

## ¿Por qué realizar el Certificado Incoterms® 2020

### 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

## ¿Quién realiza el Certificado Incoterms® 2020

- 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.

### Certificado Incoterms® 2020 para Compañías

Precios a medida

[sales@icccademy.com.sg](mailto:sales@icccademy.com.sg)

### Accredited by

**LIBF**



“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



Incoterms® 证书 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 risk，帮助贸易商避免误解。



## Incoterms® 2020 认证课程适合谁学习？

### 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

# LIBF

## 为什么要学习 Incoterms® 2020 认证课程？

- 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。

## 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

## 价格

该证书的价格为399美元。这包括所有6课和评估考试。

[Incoterms® 2020 证书 企业定制培训价格](#)

[sales@iccacademy.com.sg](mailto:sales@iccacademy.com.sg)

### Incoterms® 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。

ACHETER



Commerce international

# Certificat Incoterms® 2020



Le Certificat Incoterms® 2020 vous permet d'acquérir une connaissance pratique complète des règles mondialement reconnues de la CCI. Il offre des conseils spécifiques à ceux qui participent à l'importation et à l'exportation de produits. Ce certificat professionnel aide les commerçants à éviter des malentendus coûteux en clarifiant les tâches, les coûts et les risques liés à la livraison des marchandises.

## À qui s'adresse le Certificat Incoterms® 2020 ?

### Entreprises

Comptables, équipes d'audit, responsables du développement commercial et du marketing, exportateurs et importateurs dans les PME et les entreprises, ainsi que les responsables des ventes et des achats.

### Commerce et logistiques

Prestataires logistiques, avocats et arbitres commerciaux, courtiers en douane, transitaires, transporteurs généraux, gestionnaires d'assurance et consultants commerciaux.

### Banques

Responsables des finances et des achats, responsables de la conformité et des risques, responsables des relations front-office, équipes de financement du commerce et des opérations commerciales du back-office.

## Structure de la certification

Divisé en 6 leçons, le programme a été élaboré par l'arbitre international de premier plan, Charles Debattista. M. Debattista est également conseiller spécial du groupe de rédaction officiel des Incoterms® 2020 de la CCI. Le groupe est composé de 9 experts, dont les directeurs du commerce et des investissements d'ICC d'Asie, d'Amérique et d'Europe. Le cours de quatre heures permet de comprendre les termes commerciaux et comment ils donnent un cadre commun au secteur du commerce international.

### COURS

- Leçon 1: Aperçu des règles Incoterms®
- Leçon 2: Définition des Incoterms® 2020
- Leçon 3: Obligations Partie 1
- Leçon 4 : Obligations Partie 2
- Leçon 5 : Études de cas de l'industrie
- Leçon 6 : Évaluation

## Pourquoi obtenir le Certificat Incoterms® 2020 ?

- Faites évoluer vos activités de commerce international en apprenant à identifier les meilleures règles Incoterms® pour vos contrats commerciaux
- Évitez les erreurs coûteuses en apprenant l'obligation de l'acheteur et du vendeur relative aux frais, assurances, documents commerciaux et plus encore
- Comprendre les origines et l'avenir technologique des règles Incoterms®—les conditions commerciales mondiales essentielles depuis 1936

## Prix

Le prix du certificat est de 399 \$ US. Cela comprend l'accès aux 6 leçons, en plus de l'examen d'évaluation. Le forfait certificat et publication numérique est au prix de US\$429.

### Certificat Incoterms® 2020 pour entreprises

Les tarifications sur mesure

[sales@iccacademy.com.sg](mailto:sales@iccacademy.com.sg)

## Qu'est-ce qui est inclus avec l'achat complet de la certification ?

- Accès d'un an aux cours e-learning—quatre heures d'apprentissage réparties sur six leçons—dispensés exclusivement en ligne
- Apprentissage interactif : 10 exemples de documents et plus de 30 questions d'évaluation pour vous aider à saisir facilement les concepts clés et à réviser le matériel de cours
- Nouvel outil de matrice de comparaison qui vous permet de comparer rapidement différents Incoterms® et comprendre lequel correspond le mieux à vos besoins
- Un examen final en direct et surveillé avec la possibilité de recevoir un certificat reconnu par l'industrie
- Assistance informatique dédiée à temps plein pour vous aider en cas de problème ou de question

## Accrédité par

**LIBF**



## Découvrez ce que disent les diplômés du Certificat Incoterms® 2020

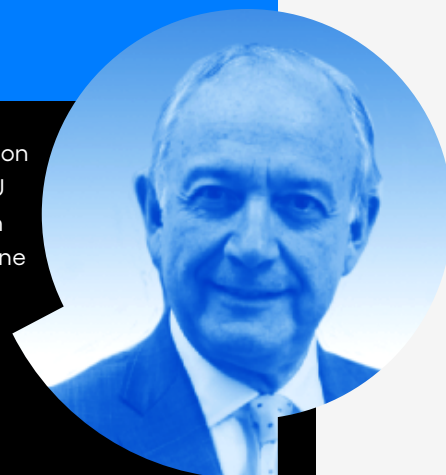
« Je voulais vraiment quelque chose pour dire 'Je connais vraiment les règles des Incoterms et laissez-moi vous le prouver.' Écoutez, j'ai obtenu cette certification. J'espérais avant tout que la renommée et la réputation de la CCI renforceraient mes compétences. »

**Bonnie M. Kersch**, Conseiller commercial principal, États-Unis

« L'essentiel avec les règles Incoterms® est de choisir la bonne règle en fonction du type de commerce : quand FCA est-elle plus appropriée que FOB, ou DPU que EXW ? Faites des erreurs et les bénéfices se transforment rapidement en pertes. Évitez les mauvaises surprises grâce à la formation et aux tests en ligne de l'Académie ICC sur Incoterms® 2020, c'est un investissement précieux. »

**Charles Debbatista**

Conseiller spécial, Groupe de rédaction ICC Incoterms® 2020  
Conseiller et arbitre, 36 Stone



BUY NOW



International Business

# Certificate in Digital Trade Strategy (CDTS)

## Learn the key aspects of digital trade

The CDTS is a unique, online professional qualification in digital trade, covering both essential macro perspectives and micro-level applications

## 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 component parts required to digitise trade and supply chain processes at scale, including the standards relating to each part. CDTS graduates will be able to make more informed business decisions and create coherent policies for digital trade.

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

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

**Module 3**—MLETR foundations

**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
- Learn from a unique mix of more than 20 leading practitioners and experts, all involved in pushing forward the digitalisation of trade
- Earn an internationally-recognised, professional qualification on digital trade from ICC

## 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**  
ld4.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

**Emmanuelle Butaud-Stubbs**  
ICC France

**Oliver Wieck**  
ICC Germany

**Chris Southworth**  
ICC UK

**Alexia Peralta**  
Ministry of Public Utilities,  
Energy, Logistics &  
E-Governance, Belize

## 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)

## Price

**CDTS for individuals**  
US\$499

**CDTS for corporates**  
Bespoke pricing

Contact  
sales@iccademy.com.sg

## Accredited by

**LIBF**



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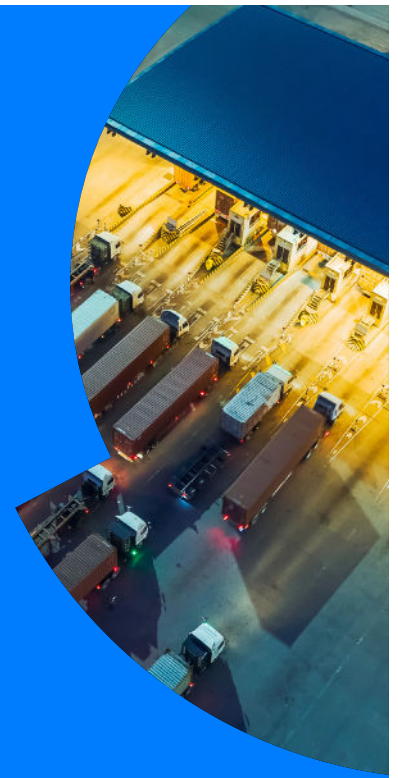


International Business

# 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.

### FTAC for corporates

Bespoke pricing

Contact

[sales@iccademy.com.sg](mailto:sales@iccademy.com.sg)

## In partnership with

Enterprise  
Singapore



## Accredited by

**LIBF**

## 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

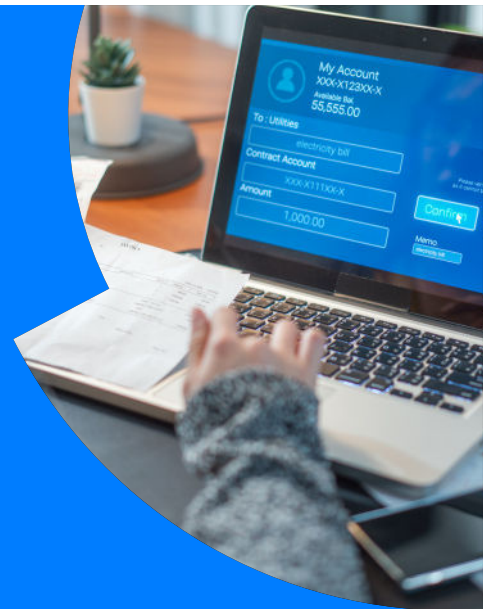
**BUY NOW**



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

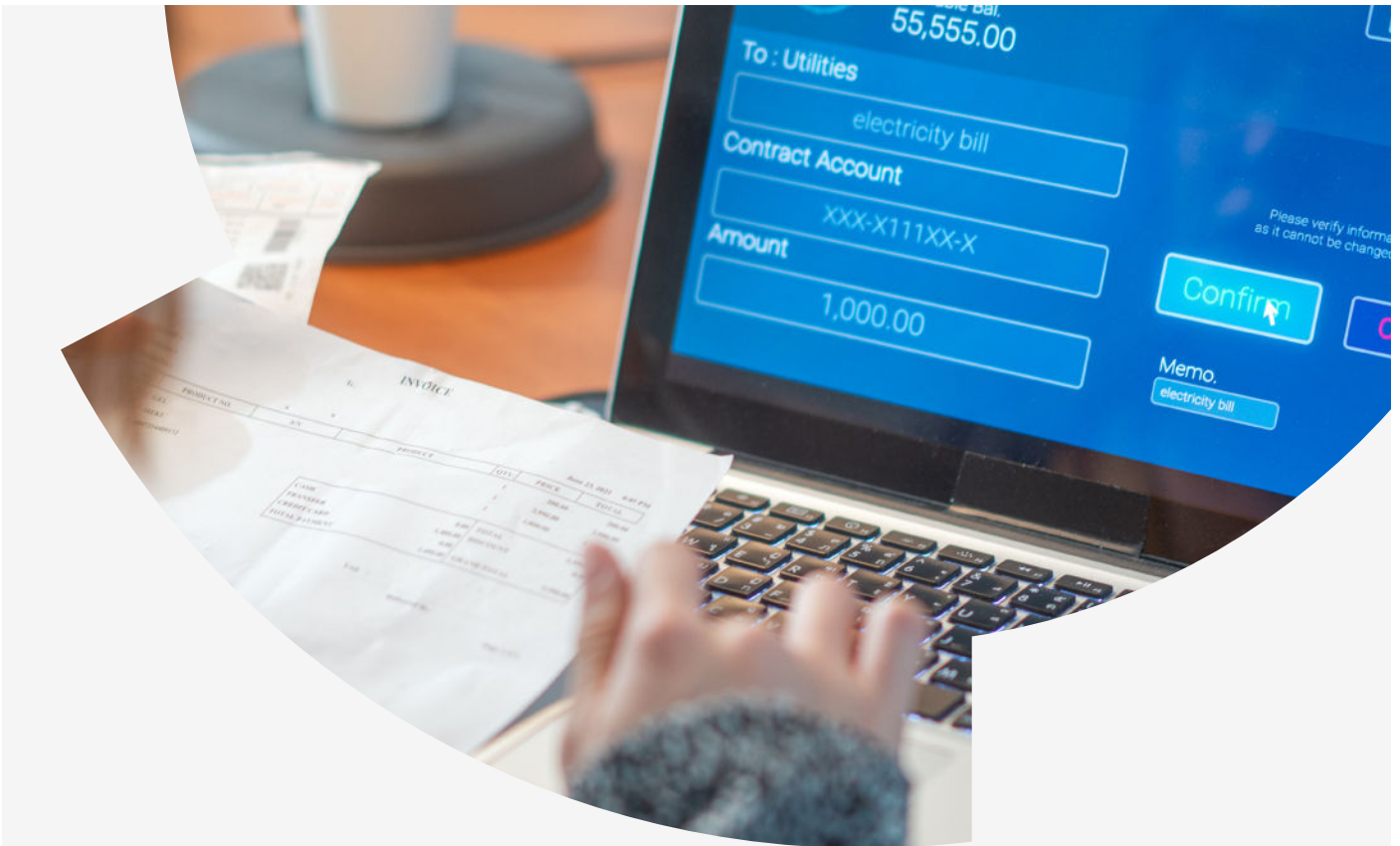
- Lesson 1: Traditional Methods
- Lesson 2: E-Invoicing Overview
- Lesson 3: Going Digital
- Lesson 4: Industry Case Studies
- Lesson 5: Assessment

## 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.

### ESC for corporates

Bespoke pricing

Contact

[sales@icccademy.com.sg](mailto:sales@icccademy.com.sg)

“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.

### MAC for corporates

Bespoke pricing

Contact

[sales@iccademy.com.sg](mailto:sales@iccademy.com.sg)

“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.”

### HP 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

# LIBF

## 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

## Price

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

### CCRS for corporates

Bespoke pricing

Contact

[sales@iccademy.com.sg](mailto:sales@iccademy.com.sg)

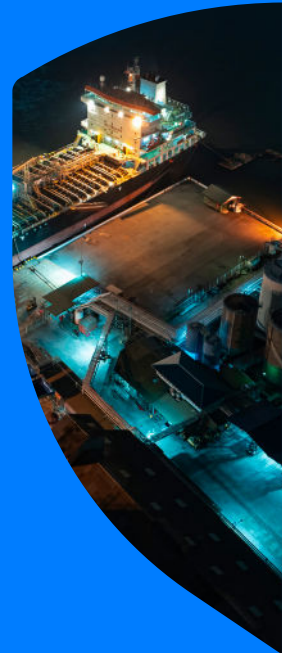


BUY NOW

 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.

### NBL for corporates

Bespoke pricing

Contact  
sales@icccademy.com.sg

## 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

## In partnership with



INTERNATIONAL  
MARITIME  
BUREAU

“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

# Certificate in Responsible Green Marketing Communications (RGMC)

Learn how to effectively qualify and substantiate your ‘green’ marketing claims—using global principles



This 3-hour online course uses video briefs from industry experts and examples of real ads banned by regulators to give you a clear understanding of the difference between well-substantiated environmental claims and misleading statements that can lead to accusations of “greenwashing”.

## Why take the RGMC?

- **Globally applicable:** this course will teach you how to apply the principles from the ICC Advertising and Marketing Communications Code—the basis for national advertising codes in 42 countries—to your own marketing communications
- **Learn how to qualify and substantiate ‘green’ claims** like “free from”, “degradable”, “recyclable content” and more using guidance from the ICC Framework for Responsible Environmental Marketing Communications
- **Build lasting trust with clients and consumers** and show your commitment to responsible, substantiated communications with an environmental marketing credential from the industry standard-setters

## Who is the RGMC for?

- **PR, marketing and advertising professionals**
- **Environmental and sustainability officers**
- **Senior leaders** committed to creating and communicating their “green” narrative
- **Consultants and lawyers** advising on responsible environmental marketing communications
- **Students studying business, marketing and sustainability**

## Price

**RGMC for individuals**  
US\$199

**RGMC for corporates**  
Bespoke pricing

Contact [sales@icccademy.com.sg](mailto:sales@icccademy.com.sg)

“It is imperative to get those marketing communications right—to ensure that they are truthful, not misleading, and appropriately substantiated. Getting environmental marketing right means building lasting trust with consumers.”

**Kristin Green, Assistant General Counsel, Marketing & Consumer, Microsoft**

## Certificate structure

The objective of this certification is to give you the knowledge and tools to communicate your organisation's 'green' narrative in a genuine, substantiated way. The RGMC contains 5 modules and a 1-hour final exam.

**Module 1**—The Scope and Challenge of Responsible Marketing Communications

**Module 2**—Principles in Responsible Marketing Communications—Introducing the ICC Marketing Code

**Module 3**—Environmental Claims in Marketing Communications

**Module 4**—Selected Environmental Claims

**Module 5**—Implementing Responsibility and Getting Further Help

**Final exam**—1-hour proctored, online assessment

## What's included

- One-year access to the entire certificate programme—3 hours of online learning over 5 modules
- Video briefs from industry champions, legal experts, and heads of major self-regulatory and industry bodies
- Interactive learning including case studies, examples of global advertising penalised by SROs, and quizzes that encourage critical thinking to reinforce what you have learned
- Digital copies of both the ICC Framework for Responsible Environmental Marketing Communications and the ICC Marketing Code
- A downloadable checklist for responsible environmental marketing communications
- A timed one-hour online exam—if you pass (70%) you will receive an ICC Certificate of Achievement

## Course author

### Oliver Gray

Special Advisor ICC Marketing and Advertising Commission and Co-chair of ICC Code Revision Task Force.

Oliver has worked for over 25 years in advertising self and co-regulation. He was director general of the European Advertising Standards Alliance and the European Digital Interactive Advertising Association and has overseen several revisions of the ICC's marketing codes including those on the environment. Oliver currently runs his own consultancy, Graywise, that deals with ethics, governance and compliance issues, particularly in relation to marketing communications.

The content of this course is inspired by a course authored by ICC Sweden.



## What is the ICC Advertising and Marketing Code?

The ICC Advertising and Marketing Communications Code (ICC Code) provides a set of guidelines and standards for various stakeholders in the advertising industry and serves as the cornerstone for most self-regulatory systems around the world. The ICC Code is developed by experts from all industry sectors. This course is based on the ICC Framework for Responsible Environmental Marketing Communications, which expands on the guiding principles of Chapter D in the ICC Code.

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.

## 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

## In partnership with



## 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.

### EMA for corporates

Bespoke pricing

Contact

[sales@iccademy.com.sg](mailto:sales@iccademy.com.sg)

“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



“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

“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



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



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