Training Course on Basic Principles and Practice of International Trade

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

This comprehensive course is designed to provide participants with an in-depth understanding of the **basic principles** and **practical aspects of international trade**. As global trade continues to evolve with advancements in technology and international relations, it's vital for businesses and individuals to stay ahead of the curve. This course explores key concepts like **import-export processes**, **global supply chain management**, **trade regulations**, and **cross-border transactions**. With **real-world examples** and **case studies**, learners will gain practical knowledge and skills to navigate the complex world of international trade successfully.

The course is structured to offer both theoretical insights and practical application, helping learners understand the **economic principles** behind international trade and how to apply them in real-world business scenarios. Participants will gain proficiency in **trade finance**, **documentation**, **international payment systems**, and **customs procedures**, among others. By the end of the course, learners will be equipped to make informed decisions that drive successful international trade strategies for their organizations.

Programme Curriculum

Training Course on Basic Principles and Practice of International Trade

Introduction

This comprehensive course is designed to provide participants with an in-depth understanding of the **basic principles** and **practical aspects of international trade**. As global trade continues to evolve with advancements in technology and international relations, it's vital for businesses and individuals to stay ahead of the curve. This course explores key concepts like **import-export processes**, **global supply chain management**, **trade regulations**, and **cross-border transactions**. With **real-world examples** and **case studies**, learners will gain practical knowledge and skills to

navigate the complex world of international trade successfully.

The course is structured to offer both theoretical insights and practical application, helping learners understand the **economic principles** behind international trade and how to apply them in real-world business scenarios. Participants will gain proficiency in **trade finance**, **documentation**, **international payment systems**, and **customs procedures**, among others. By the end of the course, learners will be equipped to make informed decisions that drive successful international trade strategies for their organizations.

Course Duration

10 days

Course Objectives:

1. **Understand the key principles** of international trade and its impact on the global economy.
2. Learn the **global trade framework** and how it shapes market opportunities.
3. Gain insights into the **legal regulations** surrounding international trade.
4. Master **import-export documentation** and procedures.
5. Develop expertise in **international payment systems** and **trade finance**.
6. Analyze the role of **customs regulations** in cross-border trade.
7. Explore the **logistics and supply chain management** in global trade.
8. Learn to manage **risk and compliance** in international transactions.
9. Identify key factors in establishing a **global business network**.
10. Understand the impact of **cultural differences** on international trade practices.
11. Learn how to navigate **trade agreements** and **tariff systems**.
12. Gain a comprehensive understanding of **trade dispute resolution**.
13. Apply international trade principles in **real-world business scenarios**.

Organizational Benefits:

- **Enhanced Global Market Access:** Equipping employees with the knowledge to identify and capitalize on international market opportunities.
- **Improved Export/Import Efficiency:** Streamlining processes and reducing errors in international trade operations.
- **Reduced Trade Compliance Risks:** Ensuring adherence to international regulations and minimizing potential penalties.
- **Increased International Sales and Revenue:** Expanding market reach and tapping into new customer bases.
- **Stronger International Partnerships:** Fostering better communication and collaboration with global partners.
- **Competitive Advantage:** Gaining a deeper understanding of the global marketplace to outperform competitors.
- **Skilled Workforce:** Developing a team with the expertise to navigate the complexities of international trade.
- **Better Decision-Making:** Enabling informed strategic decisions regarding international expansion and trade activities.

Target Audience:

1. **Business owners** seeking to expand into international markets.
2. **International trade professionals** looking to enhance their skills.
3. **Logistics managers** involved in global supply chain management.

4. **Customs and compliance officers** seeking to stay updated on trade regulations.
5. **Freelancers** interested in providing trade consultancy services.
6. **Export-Import managers** and **consultants**.
7. **Legal professionals** working with cross-border transactions.
8. **Entrepreneurs** who aim to understand the basics of global trade.

Course Outline

Module 1: Introduction to International Trade

- Definition and key concepts of international trade.
- Understanding global economic dynamics.
- The role of trade in global development.
- The significance of trade agreements.
- Key trade organizations and their functions.

Module 2: Global Trade Framework

- Overview of international trade laws.
- Trade regulations and compliance requirements.
- Understanding the role of WTO and other trade bodies.
- Analyzing trade agreements and free trade zones.
- Overview of the trading environment in different regions.

Module 3: Import-Export Procedures

- Key documentation for imports and exports.
- Understanding the steps in the import-export process.
- Customs procedures for international shipping.
- Best practices for managing trade documentation.
- An overview of trade finance systems.

Module 4: Trade Finance & Payment Systems

- Introduction to payment systems in international trade.
- Letters of Credit (LC) and other payment instruments.
- Managing trade finance risk.
- Tools for financing cross-border transactions.
- Role of banks in facilitating international trade.

Module 5: Risk Management in International Trade

- Types of risks in international trade.
- Identifying potential trade risks.
- Developing risk mitigation strategies.
- Impact of geopolitical factors on international trade.
- Insurance options for international trade.

Module 6: Customs & Regulations Compliance

- Understanding the role of customs in international trade.
- Customs duties and tariffs.
- Import and export compliance issues.
- Procedures for clearing goods through customs.

- Understanding trade sanctions and embargoes.

Module 7: International Supply Chain Management

- Key principles of global supply chain management.
- Managing logistics for cross-border trade.
- Transportation options in international trade.
- Customs clearance and international shipping.
- Technology’s role in supply chain efficiency.

Module 8: Trade Agreements & Tariffs

- The role of bilateral and multilateral agreements.
- Impact of tariffs and non-tariff barriers.
- Understanding regional trade blocs.
- Key trade negotiations and their impact.
- Case studies of trade agreements in action.

Module 9: Export Marketing Strategies

- Creating effective export marketing plans.
- Market research for global trade opportunities.
- Understanding cultural differences in global marketing.
- Online platforms for export marketing.
- Trade fairs and international business expos.

Module 10: Trade Dispute Resolution

- Mechanisms for resolving international trade disputes.
- The role of the WTO in dispute resolution.
- Mediation and arbitration in international trade.
- Legal considerations in trade disputes.
- Case studies of trade disputes and their resolution.

Module 11: Cross-border Negotiations

- Key negotiation tactics in international trade.
- Understanding cultural influences on negotiation styles.
- Building successful trade relationships.
- Conflict resolution during trade negotiations.
- The role of language and communication in negotiations.

Module 12: Logistics & Freight Management

- Overview of logistics in global trade.
- Understanding the types of freight services.
- Role of ports and airports in international trade.
- Managing inventory across international borders.
- Technology solutions for freight management.

Module 13: International Trade Marketing

- Leveraging digital tools for international marketing.
- Targeting the right audience in international markets.

- Effective marketing strategies for exports.
- Using social media for global trade.
- Developing a brand for international markets.

Module 14: International Trade Policy

- The role of government policy in trade.
- Tariffs, quotas, and trade restrictions.
- The impact of political risk on international trade.
- The future of international trade policies.
- How trade policies affect global supply chains.

Module 15: Sustainable International Trade Practices

- Principles of sustainable trade and global trade ethics.
- Environmental impact of international trade.
- Corporate social responsibility (CSR) in global trade.
- Green logistics and eco-friendly practices.
- The future of sustainable trade.

Training Methodology:

This training course will employ a blended learning approach, incorporating:

- Interactive lectures and presentations
- Case study analysis and discussions
- Group exercises and simulations
- Practical examples and real-world scenarios
- Q&A sessions and knowledge sharing
- Supplementary reading materials and resources

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org **or call** *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com