



## **Export- Master Class**

### **1.0 Programme Overview**

The nature of exporting has changed dramatically. The process of globalization, the ever-growing European Union and the increase in sophisticated and knowledgeable buyers have forced exporters worldwide to re-evaluate their techniques on the international market. Old ways are being cast aside to make space for new techniques adequate to cater for the markets they work in and the buyers they deal with. The contemporary international market presents many challenges and pitfalls for the unwary. The need for properly trained and skilled Managers who understand the complete process is vital. The "one man band" needs many skills, and the person who has staff to whom he can delegate, needs to understand what is being delegated and the skills required by the delegate. The Master Class in Export is a pragmatic programme designed for people new to the challenges of exporting and for experienced exporters who need to update themselves to the new techniques and processes in the field. It will help them learn the ropes of exporting by covering basic terminology and procedures, terms of delivery and various other essential tools in the world of export.

### **2.0 Participants Profile**

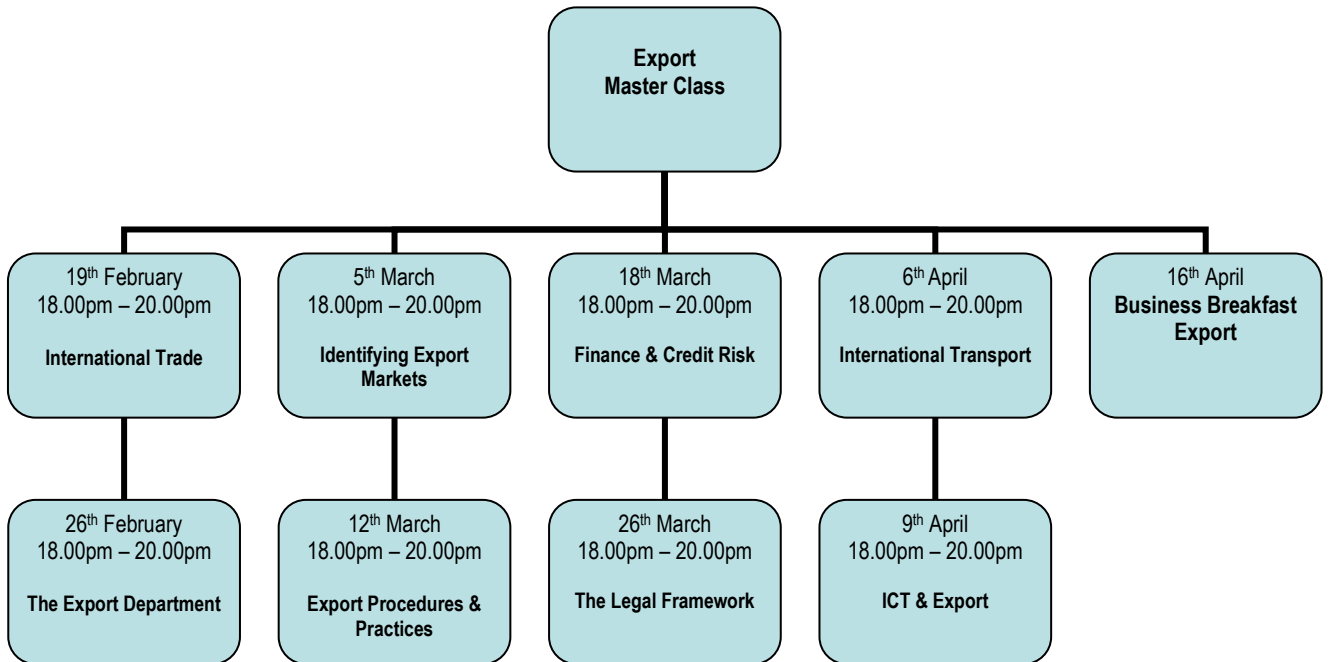
- Owners of family run businesses, CEO's, Directors and General Managers of various entities involved or interested to know more about the world of export; and
- Export and Logistics Managers

### **3.0 Key Benefits**

The senior executive forum in export aims to help participants obtain a better command of the subject for the benefit of the entity they represent by means of:

- Practical activities and exercises; and
- Guidelines to manage and address challenges.

#### 4.0 Programme Content





19<sup>th</sup> February

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### **Module 1: INTERNATIONAL TRADE**

The world has a long, rich history of international trade among nations that can be traced back to early Assyrian, Babylonian, Egyptian, and Phoenician civilizations. These early civilizations and others that followed recognized that export is the lynchpin between the scarcity of a country and the excess of another. If one walks into a supermarket and is able to buy South American bananas, Brazilian coffee and a bottle of South African wine, he is experiencing the effects of international trade. International trade allows us to expand our markets for both goods and services that otherwise may not have been available to us. Research shows that there exists a correlation between export activity and economic development. As the process of globalization has taken its flow and resources are increasingly scarce, the importance of export is growing by leaps and bounds. Regional organizations such as the EU, MERCOSUR and ASEAN recognize the vital role played by export in boosting the global economy and have in recent years adopted various measures such as the removal of trade barriers to stimulate further international trade. This module delves into the DNA of export and provides a thorough grounding of its role, operations and challenges in the contemporary world. The following are the module contents:

- General overview of export
- The role of export – today and tomorrow
- Why do countries impose trade barriers?
- Analysis of export activity in various countries
- Analysis of how export is addressed by regional organisations

**Tutor: Rose Azzopardi**

**Dr Rose Marie Azzopardi** is a Lecturer in International Economics. Her teaching areas include International Trade, European Monetary Union, Economics of the European Union, EU Policies and Institutions, Microeconomics, and Globalization and Trade. Her main research areas are regional integration, small states and EU related issues. Dr Azzopardi was employed as a civil servant for nineteen years in different government departments and ministries. She graduated Diploma in Public Administration (Malta), B.A. Economics and Social Studies (Malta) (first class), M.A. Contemporary European Studies (Sussex) UK (with distinction) and Doctor of Philosophy



(Sussex) UK. She is a Fellow of Salzburg Seminars, Session 424, on 'The World Trade Negotiations: The Politics and Economics of Trade' (Austria). She followed a course at Victoria University (Australia) and a continuous development course at Harvard Business School (USA). Her publications focus on regional blocs, small states in global trade relations and EU related issues. She has done consultancy work for the European Union and the United Nations. Dr.Azzopardi is an approved lecturer at MIM.



26<sup>th</sup> February

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## **Module 2: THE EXPORT DEPARTMENT**

Every company wishing to consolidate its export activity necessitates a gifted and dedicated export department to handle the different tasks that enable its continued presence in international markets. The export department has very definite goals: to perform all tasks related to international sales. Upon analyzing the export activities of the companies that have experienced stable growth in their international trade, one notes that, historically, their international contacts started out sporadically and only later started to consolidate with the establishment of a well organised export department with an excellent command of the export jargon, and with their ability to build relationships, and offer an excellent customer service. The module provides a comprehensive explanation of the important role played by the export department for the long term success of a company's business activity on the international plane. It also helps participants obtain a better command of how to run an export department by providing a lucid explanation of its essential duties. The following are the module contents:

- The function of an export department
- Key elements to look out for when employing staff in an export department
- Organising the export department
- The language of an export department
- Internal and external communication
- Customer service

**Tutor: TBA**



**5<sup>th</sup> March**

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**Module 3: IDENTIFYING EXPORT MARKETS**

Why do companies invest in marketing departments or marketing managers? Why all this fuss on market research? The answer is pretty straight forward – Leading export companies tell us that their success lies in their ability to identify their target market and market needs where their products/services have good market potential and demand. Market research is pivotal to an entity's success and hence must be effected in the correct manner in order not to turn out to be time consuming and costly. It is also important not to try and tackle every market at once. Many enthusiastic companies bitten by the export bug fail because they bite off more than they can chew. This module will help participants understand better the importance of investing in market research and encourage them to investigate exporting as a means of increasing company sales and profits. It also provides an insight on the key steps to be taken in order to make this exercise successful. The following are the module contents:

- Being “Export Ready”
- Methods of market research
- How to identify the right market?
- Market reasearch – not a one off process
- The ten biggest dont's of exporting

**Tutor: Jasmin Voss**

**Jasmin Voss**, studied at the University of Westminster, London and holds a Diploma in Marketing Communication and Design from the Karl-Severing College, Bielefeld. With 8 years experience in various managerial and directorship posts in German, British and Maltese organisations, today is the director of Elite Private Tuition and partner of 'i-D Group mainly involved in branding, business consulting and media production business areas. Ms Voss is a qualified translator and language teacher, and is also an approved MIM lecturer.



12<sup>th</sup> March

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#### **Module 4: EXPORT PROCEDURES & PRACTICES**

The trend in contemporary international trade is towards increasing the need for documentation rather than decreasing it. Success in export trade lies in the ability of exporters to adopt an integrated systems approach, a well-defined export price and payment policy. This approach must start right from the quotation stage when the price and offers are being made for presentation to the potential overseas buyer. Correct documentation, is the lubricant of international trade and its importance cannot be underestimated. Incorrect documents cause delays at ports when clearing the goods through customs, resulting in extra costs, failure to meet delivery dates and, in some cases, seizure of such goods. Unfortunately, some exporters fail to realise the importance of correct documentation and thus develop bad reputation for their export business. This module is designed to provide a clear understanding of operational procedures by delving into each aspect of the exporting process. The following are the module contents:

- Processing an export order
- Entering in an export contract
- Export pricing and costing
- Export documentation
- Customs controls at both ends

**Tutor: Omar Vella**

**Omar Vella** BA Hons (International Relations) graduated in 2003 from the University of Malta with a BA Honours degree in International Relations. Before starting his undergraduate degree in B.A (Hons) International Relations, for three years he studied law at the Faculty of Laws where he studied various subjects amongst which EU law. He also learnt Spanish at the Spanish Cultural Institute, and is able to communicate in French and Italian. Moreover, he also attended various courses regarding EU procedure on imports and exports. Mr. Vella's core expertise is related to sales and export which he learnt during his employment with leading businesses in Malta such as Foster Clark's Ltd, Bortex Clothing and Rimus Riley Ltd. His first post- graduated job was with Fruitland Co. Ltd where he was in charge of their sales and sourcing of fruit from Columbia and Ecuador to various East European and North African countries such as Libya, Jordan, Tunisia,



Slovenia, Slovakia, Hungary and Czech Republic. Thanks to his three years studies in Law, he assisted the company conform with EU legislation and to attain the license of Traditional Operator. At Foster Clarks, he had the opportunity to expand further his experience on the international plane by handling exports to various countries such as Libya, Ghana, Ivory Coast, Togo, Benin and Burkina Faso. During his employment at Foster Clarks, he also had the opportunity to visit Libya where he effected fieldwork. He also worked in the brand and corporate sector. In fact at Time International, he was the brand manager of Esprit and Cerrutti products and was in charge of their corporate portfolio. Mr. Vella pursued his profession at Bortex Clothing where he handled the sales of garments produced in China and Tunisia to various clients situated mainly in the UK market such as John Lewis, Moss Brothers and Crombie. He also worked with Rimus Riley Ltd where he was in charge sourcing of raw materials, export of the company's product range and their marketing strategies. He currently works with the Malta Institute of Management as operations manager. Mr.Vella is an approved lecturer at MIM



**18<sup>th</sup> March**

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**Module 5: FINANCE & CREDIT RISK**

The payment process must not be underestimated. It entails a tussle between exporters on one hand who want to get paid as quickly as possible, and importers who usually prefer to delay payment until they have received or resold the goods. Because of the intense competition for export markets, being able to offer attractive payment terms is often necessary to make a sale. During this decision taking process it is important that exporters are aware of the many financing options open to them so that they choose the most acceptable one to both the buyer and the seller. This module offers a thorough understanding of this very sensitive part of the export process by delving into the world of credit, financing and terms of payment. The module will also address the issue of credit risk in the export process. This module will put participants in a position to negotiate the right terms to trade to minimise credit risk. The following are the module contents: -

- Credit worthiness of buyers
- Payment methods
- The export invoice
- Credit insurance & factoring

**Tutor: Joe Esposito**

Mr. Joe Esposito is the Executive Head of the Trade Finance Centre of the Bank of Valletta Plc. He has held this position since 1997. Mr. Esposito joined the Bank of Valletta in 1974 and for the last 35years he has been posted in various major branches in which he mainly performed foreign related duties. During the last ten years, given his considerable experience in foreign work, he has also conducted all foreign in-house courses at the bank and a number of courses at Metco. Mr. Esposito attended various courses in Documentary Credits abroad and, in the past he has also participated in Metco Trade Missions. In 2000 Mr. Esposito concluded successfully his Certified Documentary Credits Diploma after completing a course offered by the International Financial Services Association and the Chartered Institute of Bankers.



26<sup>th</sup> March

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## **Module 6: THE LEGAL FRAMEWORK**

Laws are important in a society as a means to keep people in a somewhat semi-controlled environment. Likewise, in export there are a set of domestic and international rules intended to regulate the process of trade. This module is designed to give delegates an overview of the legal principles that may impact on an export contract. Businesses need to be aware of the contractual liabilities and obligations that arise out of a contract of sale, agency or joint-venture, and how risk and financial loss can be minimised. Reference is made to legislation governing contracts, the sale of goods and European legislation. The following are the module contents: -

- Features of a contract
- Contract jargon
- Sellers rights and obligations
- Breach and remedies
- EU legislation

### **Tutor: Karol Aquilina**

Dr. Karol Aquilina LL.D. (University of Malta), is a legal consultant to a number of private companies involved in the following areas: general retailing, textile industry, property development, TV productions, media and entertainment business. Dr.Aquilina is also a legal advisor to foreign and local clients on immigration and EU law. He also represents individual clients in cases brought before the Court of Magistrates as Court of Criminal Judicature, the Court of Magistrates as Court of Criminal Inquiry, the Court of Criminal Appeal and the Inferior and Superior Civil Courts of Justice. Dr.Aquilina also represents corporate and individual clients in a wide variety of cases brought before boards and tribunals which include the Public Contracts Appeals Board, the Broadcasting Authority, Local Tribunals, the Malta Arbitration Centre, the Ombudsman, the Social Security Umpire and the Income Tax Department. He is also Member, Nationalist Party (PN) Executive Committee and Deputy Mayor, Siġġiewi Local Council Responsible for the environment, EU affairs, law enforcement, youth and sport. Dr.Aquilina is an approved lecturer at MIM



6<sup>th</sup> April

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## Module 7: INTERNATIONAL TRANSPORT

The growth in export amongst a great variety of origins and destinations has increased the range of modes of transportation and the variety of specialized services within each mode. It is no longer enough to simply decide to send the goods by sea or air but various decisions need to be made such as the system to opt for (full container load – FCL or groupage etc.), the terms of shipment (Incoterms 2000), the type of pallet (Euro pallet or chep pallet) to send goods on and the mode of stuffing of container (palletized or non-palletised). The module will provide a thorough understanding of the various stages during the transportation process and the duties each stage entails. It will also provide participants with a good command in the various transportation terms (Incoterms) and the documentation required. The following are the module contents: -

- The stuffing process
- Documentation & booking
- Modes of transportation
- Incoterms

### Tutor: Omar Vella

**Omar Vella** BA Hons (International Relations) graduated in 2003 from the University of Malta with a BA Honours degree in International Relations. Before starting his undergraduate degree in B.A (Hons) International Relations, for three years he studied law at the Faculty of Laws where he studied various subjects amongst which EU law. He also learnt Spanish at the Spanish Cultural Institute, and is able to communicate in French and Italian. Moreover, he also attended various courses regarding EU procedure on imports and exports. Mr. Vella's core expertise is related to sales and export which he learnt during his employment with leading businesses in Malta such as Foster Clark's Ltd, Bortex Clothing and Rimus Riley Ltd. His first post- graduated job was with Fruitland Co. Ltd where he was in charge of their sales and sourcing of fruit from Columbia and Ecuador to various East European and North African countries such as Libya, Jordan, Tunisia, Slovenia, Slovakia, Hungary and Czech Republic. Thanks to his three years studies in Law, he assisted the company conform with EU legislation and to attain the license of Traditional



Operator. At Foster Clarks, he had the opportunity to expand further his experience on the international plane by handling exports to various countries such as Libya, Ghana, Ivory Coast, Togo, Benin and Burkina Faso. During his employment at Foster Clarks, he also had the opportunity to visit Libya where he effected fieldwork. He also worked in the brand and corporate sector. In fact at Time International, he was the brand manager of Esprit and Cerrutti products and was in charge of their corporate portfolio. Mr. Vella pursued his profession at Bortex Clothing where he handled the sales of garments produced in China and Tunisia to various clients situated mainly in the UK market such as John Lewis, Moss Brothers and Crombie. He also worked with Rimus Riley Ltd where he was in charge sourcing of raw materials, export of the company's product range and their marketing strategies. He currently works with the Malta Institute of Management as operations manager. Mr.Vella is an approved lecturer at MIM



9<sup>th</sup> April

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## **Module 8: INFORMATION TECHNOLOGY & EXPORT**

Information Technology (IT) is a revolution unfolding before our eyes that has also infiltrated in the field of export. Nowadays, IT permeates virtually every aspect of modern organisations to the extent that its effective use can easily mean the difference between success and failure. Orders, invoices and payments are all being processed by means of ICT, reducing paperwork and bringing the world under one roof. Consequently, exporters must understand the implications and quickly learn how to benefit from the new industrial revolution. This programme aims to explore the opportunities for developing business through the strategic use of the internet. In particular, it identifies and focuses on the commercial benefits for exporters, including increasing competitive advantage and profitability. The following are the module contents: -

- Why use the internet?
- Trends & Developments
- Export documentation via internet
- Website as a marketing tool
- Future trends

### **Tutor: Chris Gatt**

Chris Gatt completed a Masters Degree in Computer Science at the University of Edinburgh, UK, with major in Computer Systems and Software engineering and minor in High Performance Computing. Mr.Gatt has extensive experience as a project manager and technical experts and has held positions such as Senior Technical Architect and Software developer. He is currently employed at MITA as an Enterprise Architect. He is a member of the IEEE Association and of the Association for Computing Machinery (ACM) Association.



16<sup>th</sup> April

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## **Export Breakfast Meeting**

The aim of this breakfast meeting is to bring together the subjects addressed during the whole training programme through discussions spearhead by a select of management practioners from different industries.

### **5.0 Methodology**

The program consists of intensive “class-based” learning programmes of which 8 sessions of two hours will be held. With a breakfast meeting as the closing session.

Class-based learning will be complemented by the use of case studies and audiovisual equipment. The case method learning emphasizes practical solutions to business problems and sharpens the participant’s ability to focus on significant issues. Modules will be lectured by seasoned experts in the various fields discussed.

### **6.0 Feedback**

All participants are provided with access to the online feedback form at [LINK](#), this can be filled in without having to indicate their personal details. The form provides MIM with valuable information on the overall feeling of participants on the course and will also serve as a guideline on which areas we need to improve and as a source of ideas we can make use of in other courses.

### **7.0 Registration and Fees**

The cost for the Master Class is of Euro 250 per participant. Registrations are done by filling the online form at [LINK](#).

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