



WORLD TRADE CENTER® DENVER

In Collaboration with



INTERNATIONAL TRADE TRAINING CATALOG



2022 TRAINING SCHEDULE

An Introduction to International Trade	All Year
Developing Your Export Strategy	9/7 & 9/8/2022
International Political Economy	9/14/2022
Incoterms® 2020	10/5/22
Global Ecommerce	10/26/22
International Traffic in Arms Regulations (ITAR)	11/2 & 11/3/2022
International Digital Marketing	11/10/2022
Export Documentation, Shipping, and Insurance	11/16/2022
Free Trade Agreement Documentation & Regulations (USMCA)	11/30/2022
International Law & IP Rights	12/7/2022
International Sales	Fall 2022



SCAN FOR SCHEDULE

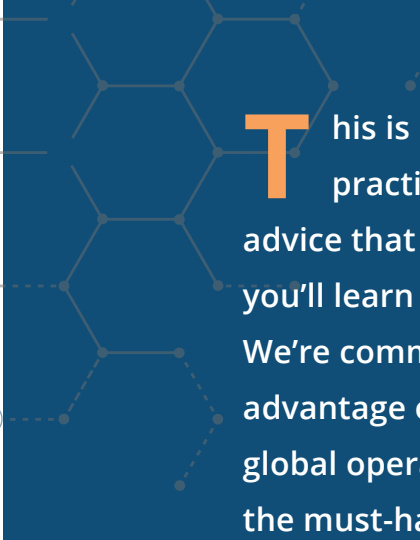
2023 TRAINING SCHEDULE

Export Compliance, Obligations & Risk Mitigation	1/11/2023
Due Diligence for International Trade	2/1/2023
Incoterms® 2020	2/22/2023
Export Documentation, Shipping & Insurance	3/15/2023
International Contracting	3/22/2023
Ethics in International Trade	4/11 & 4/12/2023
Import Compliance Concepts	4/26/2023
Import Logistics	Spring 2023
Global Cross Cultural Communications	Spring 2023
Managing Global Hiring, HR & Teams	Spring 2023
Trade Finance	Spring 2023
Supply Chain Management	Spring 2023
Tax and your International Business	Spring 2023
BIS: Complying with U.S. Export Controls*	Spring 2023

*This training is not included in the CIT paid in full.

WE GROW TRADE

Trade is our business. Your success is our mission.



This is no ordinary classroom! Instead of textbooks and theory, you'll receive practical, hands-on training chock full of real-world examples and tangible advice that you can put to use immediately. Our peer-to-peer philosophy means you'll learn from the experiences of your instructors and fellow participants alike. We're committed to helping both your business and your career gain a competitive advantage on the international stage. From importing and exporting know-how to global operations to international trade nuances, World Trade Center Denver offers the must-have curriculum for any business or individual committed to expanding business operations globally.

KAREN GERWITZ - PRESIDENT & CEO, WORLD TRADE CENTER DENVER

Comments from training participants


*// The Training exceeded my expectations
- instructors are very knowledgeable
and engaging. Well worth the cost. //*

*// The instructor challenged me to truly re-evaluate
how every aspect of my business translates, as
well as what markets are truly viable. //*

*// I really like how the instructors provided real-world
examples to really drive home the understanding of the
content. I also enjoyed hearing from others attending
the course and learned from their questions. //*

*// I like the option of this virtual training - so easy for me to
participate with my schedule. I was pleasantly surprised
about the level of engagement with the virtual training and
really enjoyed the breakout room conversations. //*

*// I found all of the CIT courses to be top-notch...
and I made so many connections. //*



GAIN THE KNOWLEDGE AND THE CREDENTIALS YOU NEED TO SUCCEED IN A GLOBALLY COMPETITIVE MARKETPLACE.

For over 30 years, WTC Denver has produced award-winning international trade education. WTC Denver instructors are experts in their industry, all with successful careers in their respective content areas.

World Trade Center Denver is a business network and services organization dedicated exclusively to the international business success of companies based in Colorado and the surrounding Rocky Mountain region.

Strengthen your understanding of international business, global trade policy and government regulations, and develop your new market entry strategy with our trainings. The WTC Denver Institute covers all the fundamentals plus advanced topics like compliance, intellectual property laws, cross-cultural communications and more. Our expert-led professional development sessions, seminars and virtual training use proven approaches and real-world examples to show you how to successfully navigate the complexities of global business. If you don't know where to start – start with the **Certificate in International Trade**, which provides an in-depth of understanding in a range of international business concepts. You can also just pick a few classes a la carte to start your journey.

CHOOSE WHAT FITS BEST FROM THE FOLLOWING:

Certificate of International Trade

Gain the knowledge and credentials you need to succeed in a globally competitive marketplace.

Customized Training

Sessions tailored to suit your unique international business training needs for you and your team.

Global Trade Activator

Accelerated program to help you launch into global markets at a rapid pace.

Business Skills Workshops

Develop business fundamentals for success.

**YOUR WAY
ON YOUR SCHEDULE
TO MEET YOUR NEEDS**

DELIVERY METHODS



CERTIFICATE IN INTERNATIONAL TRADE (CIT)

A Certificate in International Trade from the World Trade Center Denver Institute demonstrates a depth of understanding in a range of international business concepts gained from interacting with the region's experts. The international business training offered by the Institute has been recognized nationally and internationally, receiving a prestigious "Best Practices" award from the New York-based World Trade Centers Association (WTCA), several awards from the National Association of Small Business International Trade Educators (NASBITE) for outstanding trade education, and most recently was a proud recipient of the President's "E" Award for Export Service. Several of our instructors have also been recognized at the local and national levels for their relevant and outstanding training skills.

To earn a Certificate in International Trade (CIT), applicants must attend the following within 3 years:

- **48 credit hours of Institute educational training (about 10 courses)**
- **One World Trade Day Conference (annual event in May)**
- **One World Trade Center Annual Member Gathering (annual event in September)**

You can now focus your Certificate in International Trade on the topics most relevant to you! Pick and choose trainings from the list of trainings according to your area of interest.

Member Cost \$1,400 | Non- Member Cost \$2,250 | Student Cost \$700

Cost doesn't include access to BIS: Complying with U.S. Export Controls.

>> TO APPLY:

Complete the application for at wtcdenver.org/certificate-in-international-trade. Contact the Institute via email at institute@wtcdenver.org or by phone at **303.592.5760**.

Do you want National Certification?

Be prepared to sit for the Certified Global Business Professional Exam by obtaining your Certificate in International Trade and following NASBITE's CGBP Exam Prep. >> Learn more: nasbite.org/cgbp

WTC Denver Certificate in International Trade Courses

TRAINING NAME	DELIVERY	EXPORTER	IMPORTER	COMPLIANCE	GLOBAL OPERATIONS	STRATEGY	CREDIT HOURS
An Introduction to International Trade		●	●	●	●	●	2
BIS: Complying with U.S. Export Controls - *This is a 4-day training and is not included in the CIT paid in full		●		●			16
Developing Your Export Strategy		●	●	●	●	●	8
Due Diligence for International Trade		●	●	●	●	●	4
Ethics in International Trade		●	●	●	●	●	8
Export Compliance, Obligations & Risk Mitigation		●		●	●	●	4
Export Documentation, Shipping & Insurance		●		●	●		4
Free Trade Agreement Documentation & Regulations		●	●	●	●	●	4
Global Cross Cultural Communications		●	●	●	●	●	8
Global Ecommerce		●	●		●	●	4
Global Supply Chain Management		●	●		●		4
Import Compliance Concepts			●	●			4
Import Logistics			●		●		4
Incoterms®2020		●	●		●	●	4
International Contracting		●	●	●		●	4
International Digital Marketing		●	●		●	●	4
International Law & IP Rights		●	●	●	●	●	4
International Political Economy: Analyzing How Systems of Power, Law & Finance Impact Business		●	●		●	●	4
International Sales		●	●		●	●	4
International Traffic in Arms Regulations (ITAR)		●		●	●	●	8
Managing Global Hiring, HR & Teams				●	●	●	4
Tax and your International Business		●	●	●	●	●	4
Trade Finance, Letters of Credit & Foreign Exchange		●	●		●	●	8

TRAINING SCHEDULE

AN INTRODUCTION TO INTERNATIONAL TRADE

Member Cost FREE | Non-Member Cost \$15
On demand

Want to get involved in international business but have no idea where to start? This training will introduce you to the world of international business from a beginner's perspective, introducing critical resources with each step. The World Trade Center Denver will provide you with a brief history of global trade, how it works, and why it is important in addition to an overview of strategy and operation considerations, export compliance considerations, and import compliance considerations. This seminar is meant to provide a brief overview and more detail about these objectives are provided in other trainings.

Recommended for anyone who has never exported or imported before and is interested in learning more about the process and the resources in Colorado for international business.

World Trade Center Denver Staff



BIS: COMPLYING WITH U.S. EXPORT CONTROLS

Member Cost \$500 | Non-Member Cost \$550
Virtual Live Seminar / In Person

Bureau of Industry and Security (BIS) training seminars give you the opportunity to learn first-hand from experienced U.S. Government officials about export control policies, regulations and procedures. This training is a two-day core seminar on the Export Administration Regulations (EAR). Learn how to navigate the EAR from the agency who knows them best.

Recommended for export compliance personnel and businesses that export, but currently do not have a system in place to manage their compliance with the necessary regulations.

BIS Staff

The mission of the Bureau of Industry and Security is to advance U.S. national security, foreign policy, and economic objectives by ensuring an effective export control and treaty compliance system and promoting continued U.S. strategic technology leadership.

DEVELOPING YOUR EXPORT STRATEGY

Member Cost \$250 | Non-Member Cost \$350
Virtual Live / In Person / On Demand

This training focuses on developing a strategic and tactical plan for entering new export markets, including selecting the right market for your product or service, determining how best to enter the market, and where to make the contacts necessary to get you there

successfully. This training explores the practical business side of foreign regulations, language and logistical barriers, and fending off the inevitable invitation to corruption. Through a combination of lecture, discussion, and real-world context, you can actually begin to develop the footprint of a successful market entry plan for your business.

Recommended for businesses looking to take their business international or to a new market.

Craig Maginness, ExIn Global Strategies

Mr. Maginness has extensive real world experience in the development and implementation of international business strategies, export market entry, and the management of international operations. He teaches international business and other management courses in both the graduate school and undergraduate programs at Johnson & Wales University. He has also taught international business in the EMBA program at Colorado State University. He has been a frequent speaker on international business development and management for the US Chamber of Commerce, local chambers and business development centers and foreign business institutes. He was named the 2013 "Trade Educator of the Year" by NASBITE International. Mr. Maginness's book "Go Global: The Definitive Guide to Success in Entering International Markets" was published in April 2018.

DUE DILIGENCE FOR INTERNATIONAL TRADE

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

Do you think you found the perfect partner or customer abroad? Unless you've completed the necessary due diligence, you can't be sure. Protect your business by learning how to properly vet your international partners. Jacqui Beckett has worked with companies the world over, ensuring that their practices are ethically and legally sound.

Recommended for any individual or company involved in international partnerships, sales, or purchasing.

Jacqui Beckett, Beckett Ethics & Compliance International

Jacqui is currently the President of Beckett Ethics and Compliance International, a global company helping companies create and implement compliance and ethics programs which work around the world. She has authored numerous articles and lectured on ethics and compliance and practical global program implementation at numerous seminars.

E-COMMERCE MARKETPLACES 101: AMAZON AND BEYOND

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

The world is changing and e-commerce is booming. Shoppers are learning to expect the conveniences of shopping in their pajamas and are forgoing the hassle of driving to brick and mortars. If a brand decides not to change with the times and hop on the e-commerce train, it could quickly be left in the dust.

This training in the fundamentals of e-commerce marketplaces begins with the rationale of selling on marketplace and the process of selecting the right marketplace(s) for your product. We then dive into selling on Amazon with best practices around catalog creation and optimization, marketing, branding and competition/protection. Finally, we cover the logistics of e-commerce fulfillment.

Professionals working for brands or individuals that are looking to get involved or expand in e-commerce, especially with a focus on marketplaces (e.g. Amazon, Walmart.com, Target.com).

Robert Portnoy, Rollerex/Adventure World, Macarta International

Robert is co-founder of Amazon-native white label sporting goods brands Rollerex and Adventure World and is an account manager at Macarta, an Amazon-focused digital marketing agency. Under Robert's leadership, Rollerex and Adventure World have experienced consistent growth at 125% YoY and 20% MoM since 2015 selling primarily on Amazon's US marketplace. At Macarta, he manages large brands such as Universal Music Group's merchandising arms Bravado and Epic Rights as well as promising new startups like Robin Golf.

ETHICS IN INTERNATIONAL TRADE

Member Cost \$250 | Non-Member Cost \$350
Virtual Live / In Person / On Demand

Interested in bringing your company global but unsure how to do so ethically? Jacqui Beckett has years of experience ensuring that companies' push into overseas markets doesn't come at the cost of their goodwill. *Recommended for everyone who works abroad, either directly or through domestic or international intermediaries.*

Jacqui Beckett, Beckett Ethics & Compliance International

Jacqui is currently the President of Beckett Ethics and Compliance International, a global company helping companies create and implement compliance and ethics programs which work around the world. She has authored numerous articles and lectured on ethics and compliance and practical global program implementation at numerous seminars.

EXPORT COMPLIANCE, OBLIGATIONS & RISK MITIGATION

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

Learn from a compliance expert doing business in every country how to identify your obligations under the Bureau of Industry and Security's Export Administration Regulations (EAR). This course will help you to better understand how to mitigate export risk through the development of an Export Management Compliance Program (EMCP). You will learn about the risks and repercussions of violating the EAR, deemed export licensing requirements, importance of recognizing and dealing with Red Flags, how to manage an inquiry from the BIS, and groundwork for developing an EMCP tailored to a company's specific operations and activities. *Recommended for export compliance personnel and businesses that export, but currently do not have a system in place to manage their compliance with the regulations.*

Dave Glynn, Holland & Hart, LLP

Dave is an attorney with Holland & Hart, LLP. He has recognized experience in conducting detailed internal investigations and audits related to export controls, trade sanctions, and customs law. Working with clients in the development, drafting, and implementation of compliance programs in various areas of federal regulatory law, he utilizes his extensive experience in export management systems and import compliance programs to help his clients achieve their goals. Dave also serves on the board of the World Trade Center Denver.

EXPORT DOCUMENTATION, SHIPPING & INSURANCE

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person / On Demand

Local expert provides in-depth review and real-world examples on the following topics: introduction and review of basic export documents, how the documentation process affects payment and customs clearance, Incoterms®, export regulations and compliance, classifying your merchandise under the Schedule B, the role of a freight forwarder, the importance of cargo insurance, letters of credit, temporary exports, and the Automated Export System. *Recommended for personnel who work for companies exporting from the USA; including logistics, legal, financial, sales, and management departments.*

James Ferry, Arrow Electronics

James has a wide variety of business experience, both in international trade and otherwise. He worked for a Licensed Customs Broker for many years before moving to MolsonCoors. At MolsonCoors, James was the Trade Compliance Manager, overseeing the import and export compliance functions of the large global business. James is currently, a Trade Compliance Manager at Arrow Electronics working on a global projects team.

FREE TRADE AGREEMENT DOCUMENTATION & REGULATIONS (NAFTA/USMCA)

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

This training will provide you with a comprehensive explanation of how to make a free trade agreement qualification determination by using the prescribed Rules of Origin and applying the Customs concepts of classification, valuation and country of origin. You will also learn how to prepare the a Certificate of Origin. Real-world examples will make the concepts come to life. In addition, you will receive an overview of US Government Verifications, discuss preparation of letters in response to solicitations from your customers and learn about basic US Government enforcement.

Recommended for any professional who is or wants to get involved in North American trade. It is especially useful for Export Managers, Import Managers, Compliance Managers, Legal and Regulatory Managers, or anyone involved with international shipments. The training will provide a good foundation for anyone who has been asked, either by their employer or a customer to fill out a Certificate of Origin.

Greg Steele, CoorsTek

Greg has more than 20 years of import & export compliance experience in high-tech manufacturing. Expertise includes; developing and implementing trade compliance processes, manuals, and audits, export jurisdiction determination, export licensing (ITAR, Commerce, NRC, DOE), free trade agreements (NAFTA, SFTA, IFTA, UKFTA), CBP broker management.

David Sanders, Cassidy Levy Kent

David is a partner in Cassidy Levy Kent's Washington office. Mr. Sanders has over twenty-five years of experience guiding Fortune 500 companies through complex customs and international trade matters. His experience as an attorney-advisor in the Tariff Classification Branch and the Valuation Branch at U. S. Customs Headquarters in Washington, D.C., in the Office of Regulations and Rulings gives him an understanding of the successful strategies clients need to navigate customs matters.

GLOBAL CROSS CULTURAL COMMUNICATION

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

This training will help develop essential cross-cultural communication skills, both listening and speaking, while increasing understanding of how culture affects everyday business. Participants will critically examine how today's business, political and social environments increase the need for cultural and communication competency in order to be successful with international colleagues, both at home and overseas. A goal is to increase your ability to understand and effectively interact with international partners and clients by helping you learn about the impact of culture on international business and build skills for communicating across cultural differences.
Recommended for anyone involved with international business,

both in the U.S. and overseas.

Myrna Ann Adkins, Spring Institute for Intercultural Learning

Myrna Ann is President Emeritus of Spring Institute for Intercultural Learning, having served as its President and CEO from 1985-2014. She now is a consultant, trainer and facilitator on projects related to cross-cultural communication, diversity and refugees. In 2014, Myrna Ann was selected as the International Trade Educator of the Year by NASBITE.

GLOBAL SUPPLY CHAIN MANAGEMENT

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person / On Demand

Improve your knowledge of supply chain management in this valuable short training. The seminar will include exploring your supply chain by following the path of a customer order, questions to ask of your team and how to make improvements to your supply chain. In addition, you will learn how to identify potential areas of exposure at your suppliers as well as considerations to mitigate risk with your suppliers.

Recommended for anyone who is a part of your business's supply chain including but not limited to purchasing, operations, logistics, production, planning and distribution.

Paul Boots, Praesto Lean Solutions

Paul has led successful lean transformations at 100's of company facilities in multiple industries around the globe, from small family-owned and startup organizations to Fortune 500 global supply chains. As President of Colorado-based Praesto Lean Solutions since 2006, Paul specializes in leading client teams as they improve lead-time, productivity, quality and on-time fulfillment. He uses a practical, rigorous approach to the design and implementation of lean flow processes, working with and training client teams to establish and maintain robust operational processes capable of consistently delivering high performance in the face of variable demands.

IMPORT COMPLIANCE CONCEPTS

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

This training introduces more advanced importing topics including: Reasonable Care, fines/penalties/forfeitures, seizures, Prior Disclosures, audit programs (Focused Assessments), preparation for CBP Audits, the Importer Self Assessment program (ISA), commodity classification rules and use of the Harmonized Tariff Schedule, duty management, country of origin determination, record keeping, and import valuation.

Recommended for personnel in customer service, logistics, warehouse shipping and receiving, purchasing, and legal.

Dave Glynn, Holland & Hart, LLP

Dave is an attorney with Holland & Hart, LLP. He has recognized experience in conducting detailed internal investigations and audits related to export controls, trade sanctions, and customs law. Working with clients in the development, drafting, and implementation of compliance programs in various areas of federal regulatory law, he

utilizes his extensive experience in export management systems and import compliance programs to help his clients achieve their goals. Dave also serves on the board of the World Trade Center Denver.

IMPORT LOGISTICS

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person / On Demand

This training deals with topics including: how goods clear Customs, documentation requirements, how to correctly fill out paperwork, payment of duties and liquidation, protests, adjustments (PEA/PSC), roles and responsibilities of a broker or freight forwarder, supply chain security, landed cost concept, and case studies focusing on basics of import classification and filing entry with U.S. Customs and Border Protection.

Recommended for any personnel involved in importing.

Amanda Peaker, Gallagher Transport International

Amanda is a Licensed Customs Broker with over 17 years' experience working in many facets of the Logistics and Forwarding Industry including import, export, and domestic transportation. Amanda keeps a focus on the ever-changing import and export trade regulations involved with Customs, FDA, and other Partner Government Agencies to assist customer needs. She is currently the Vice President for Gallagher Transport International. Ms. Peaker is a member of the National Customs Brokers and Freight Forwarders Association (NCBFAA) and World Trade Center Denver.

INCOTERMS® 2020

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person / On Demand

International Commercial Terms, better known as Incoterms®, are the three most important letters in any international sales contract. Before you can understand export or import documentation and compliance, you must understand the basics of Incoterms®. Incoterms® determine which party is responsible for costs if a shipment is damaged in transit. With the new rules changed January 1, 2020, this updated training offered by the regional expert in Incoterms®, gives you an in-depth look into the eleven different rules.

Recommended for all exporters, importers, international sales personnel, purchasing managers, forwarders, customs brokers, carriers, credit professionals, insurers, trade consultants, international bankers, and lawyers.

Kristin Zemenak, Spaulding Ridge

A seasoned professional with 18+ years of experience in Global Trade. Kristin has extensive experience with Ocean and Airfreight Logistics; Contract Negotiation; Freight Forwarding Services; International Payment Solutions; Export Trade Compliance, Global Trade Management Software Solutions.

INTERNATIONAL CONTRACTING

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person / On Demand

The right contract is the best way to protect yourself when your business crosses borders. Learn how to use this important tool with local attorney, Tyler Rauert as he explains the types of contracts in international business, common clauses and the law that controls them.
Recommended for personnel in sales, human resources, purchasing, and legal.

Tyler Rauert, Pax8

Tyler is VP of Legal at Pax8, where he has become a predominant international business attorney in the Front Range. Prior to joining Pax8 he was in-house counsel at Johns Manville, Berkshire Hathaway Company, and was a Partner in private practice at Messner Reeves. Before relocating to Denver in 2013, Tyler spent many years teaching at the National Defense University within the Near East South Asia Center for Strategic Studies.

INTERNATIONAL DIGITAL MARKETING

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

Ensuring that the message of your product or service is reaching your international audience is essential to any international strategy. However, your domestic approach may not suffice in international markets. Our instructors will take you through the key points of bringing your message global through traditional and digital marketing.
Recommended for anyone interested in or involved in their company's sales, marketing or strategy development.

Martin Capella, Garritz International

Martin is the Managing Director at Garritz International (USA Office). Garritz International is a digital media agency with offices in 6 cities across the Americas and Europe and are aiming to begin operations in Asia. His team is data driven, has multicultural capabilities and creates unique insights and improvements.

Harris Kalofonos, Good Voice Group

Harris Kalofonos, over the past two decades, has started two successful companies, worked at five Olympic Games. He has also worked with high profile companies like Panasonic N.A. Notably, he orchestrated a partnership with the U.S. Olympic Museum and International Olympic Academy to provide Olympic educational programming at scale. As a result, Harris was named one of the top 100 visionaries in business and education by the Global Forum of Education and Learning in 2020. In his everyday civic and professional engagements, Harris works with teams to develop and deploy brand systems that create clarity and build trust.

INTERNATIONAL LAW & INTELLECTUAL-PROPERTY RIGHTS

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person / On Demand

This course provides a comprehensive overview of the various forms of intellectual property for which protection is afforded in the United States and other countries. The following topics will be discussed: Foreign

Corrupt Practices Act, government regulations and trade law, intellectual property protection, rules of international trade conduct, dispute resolution, policy updates, technology transfer, patent protection abroad, and trade secret issues.

Recommended for lawyers, CCOs, COOs, product developers, entrepreneurs, and personnel in operations.

Peter Kinsella, Perkins Coie LLP

Peter is a partner at Perkins Coie in the firm's Technology Transactions & Privacy and Intellectual Property practices. His practice focuses on advising start-up, emerging and large companies on intellectual property, technology, licensing and transaction matters. Before joining the firm in 2010, Pete was a partner with Faegre & Benson. Prior to that, he worked in various legal capacities with Qwest Communications International, Inc. in Denver and Honeywell, Inc. in Minneapolis.

INTERNATIONAL SALES

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

Do less than 50% of your company's sales come from exports? If the answer is "yes," then you need to be in this class. With a vast majority of the world's consumers outside of the United States, providing products and services to businesses and consumers around the world is an essential economic driver for the Rocky Mountain region. You will learn about different global distribution channels and factors to consider when you need to decide on one.

Recommended for anyone that works for a company that would like to find buyers for their products overseas, and put together smart distribution deals with those buyers.

INTERNATIONAL TRAFFIC IN ARMS REGULATIONS (ITAR)

Member Cost \$250 | Non-Member Cost \$350
Virtual Live / In Person / On Demand

Doing business overseas can become a daunting task as you attempt to meet the many regulations that govern the products or technology you import or export. The International Traffic in Arms Regulations (ITAR) control the export and import of defense articles, technical data and services, including certain aerospace technology and products. Understanding the ITAR requirements and how to comply is fundamental to prevent potential costly violations. Join other Colorado companies as we discuss the ever-evolving International Traffic in Arms Regulations (ITAR). The training will include:

- Basic and intermediate level discussions of ITAR requirements and compliance
- Export Control Reform, including recent and proposed changes to the ITAR
- Case studies on ITAR compliance and enforcement

Recommended for export compliance officers, legal department, traffic personnel, customer service representatives, government liaisons, trade logistics personnel, personnel from overseas

companies who deal with US-based companies or that purchase US-origin products, components or technology, and subsidiaries, affiliates and parents of US businesses.

Dave Glynn, Holland & Hart, LLP

Dave is an attorney with Holland & Hart, LLP. He has recognized expertise in conducting detailed internal investigations and audits related to export controls, trade sanctions, and Customs laws. Working with clients in the development, drafting, and implementation of compliance programs in various areas of federal regulatory law, he utilizes his extensive experience in export management systems and import compliance programs to help his clients achieve their goals. Dave serves on the board of the World Trade Center Denver.

Lizbeth Rodriguez-Johnson, ReedSmith LLP

Lizbeth helps her clients develop, draft, and implement compliance programs in various areas of federal regulatory law. She has recognized expertise in conducting detailed internal investigations and audits related to export controls and trade sanctions. Lizbeth also drafts license application, commodity jurisdiction requests, technical assistance agreements, registration statements, license applications, and other international regulatory documents.

MANAGING GLOBAL HIRING, HR & TEAMS

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person / On Demand

Taking your business global often means expanding your team to include international team members. Whether you are a global business looking to expand into a new market or a small enterprise contracting an international representative, expanding your personnel beyond borders comes with challenges. Two business professionals with extensive experience throughout the international employee process will provide you the framework to hire abroad and manage your global team. ***Recommended for businesses who are looking to expand their teams abroad or better manage their already global personnel.***

TAX & YOUR INTERNATIONAL BUSINESS

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person

Whether you are looking to expand your business abroad or are trying to understand how the most significant tax reform in decades affects your overseas operations, you are in a new world in regard to tax and your international business. In this training, Brandon Powers covers international tax topics including the global business lifecycle, tax treaties, structuring opportunities with tax reform, and how to plan to minimize your effective global tax rate using incentives and structures.

Recommended for tax professionals or those taking on tax roles within their company, as well as entrepreneurs looking to take their business global.

TRADE FINANCE, LETTERS OF CREDIT & FOREIGN EXCHANGE

Member Cost \$250 | Non-Member Cost \$350
Virtual Live / In Person/ On Demand

This training covers how importers and exporters identify financial risks and use the appropriate method of payment and security including: letters of credit, cash in advance, documentary collection, “buy now pay later”, credit insurance and many others. Various economic risks such as exchange rate fluctuations are also discussed. This seminar introduces you to the basics of Trade Finance and the benefits and potential pit falls of the different financial instruments utilized. The landscape of trade finance has dramatically changed over the last 5 years with the adoption of crypto currencies, distributed ledgers and fintech firms and participants will leave with a better understanding of new financial tools available to them for managing risk and getting paid while growing their international business. Additionally, participants will be educated on how SBA can help them meet their export business growth and programs that are available to them.

Recommended for personnel involved in payments or financing.

Justin Seedorf, Euler Hermes

Justin is a Regional Vice President for Euler Hermes North America. He has provided Trade Finance securitization solutions to exporters for over 10 years and currently runs the South West Region for Euler Hermes North America, the world's largest credit insurer. He has a decade of experience working directly with Economic Development Agencies focusing on foreign trade and investment, Non Profit Industry Organizations who educate their members on trade finance, and with For Profit businesses educating on and creating solutions for securing trade finance.

UNDERSTANDING INTERNATIONAL POLITICAL ECONOMY: ANALYZING HOW SYSTEMS OF POWER, LAW & FINANCE IMPACT BUSINESS

Member Cost \$150 | Non-Member Cost \$200
Virtual Live / In Person/ On Demand

Business people who need to make sense of the international economy often find it confusing and chaotic – until they learn to recognize how underlying structures of power, law, and finance can influence any country's economic performance. The training uses systems thinking to gain a deeper understanding of the interlocking relationship between each country's legal system, financial system, and competitive economic structure. Global business people and investors will gain greater insight and clarity as we discuss the economic and business implications of Common Law vs. Civil Law systems, Bank Oriented vs. Financial Market systems, and Competitive vs. Concentrated economies.

Recommended for executives, investors or professional advisors

such as attorneys in international roles or who must understand the international context when making business decisions, weighing investment choices or advising business leaders.

Brian Friedman CFA, CBE, GHP Investment Advisors

Brian is the President, Co-Founder, and Chief Investment Officer of GHP Investment Advisors, Inc. (GHPIA). Under Brian's leadership, GHPIA's client assets under management (AUM) grew from \$10 million in 1999 to \$1.4 billion today. Besides offering full-service personal wealth management, GHPIA operates a Global Markets division that allocates international portfolios according to a quantitative and qualitative analysis of a country's approach to the rule of law. Brian, whose career includes stints as an economics analyst at the Brookings Institution and as an adjunct lecturer in economics at the University of Colorado at Denver, earned his B.A. in economics at the George Washington University and his M.B.A. at the University of Chicago.

CUSTOMIZED TRAINING

Training on your terms, timeline and topics: WTC Denver offers customized international business training for companies wanting to tailor specific topics to their company situation. All customized training solutions are built to your exact needs, flexible, cost effective, and designed to maximize your team's learning experience. Customized training offers a safe space for your employees to ask specific and sensitive questions. These sessions can be held at your offices or ours.

EXAMPLES OF PAST CUSTOMIZED TRAININGS:

- Export Documentation, Shipping and Insurance for electronics distributors
- Export Compliance Obligations & Risk Management for aerospace Industry
- US Export Controls for international companies
- Complying with the ITAR (International Traffic in Arms) for software firms
- Incoterms 2020 for food producers
- Overview of Importing Concepts and Compliance Requirements for biosciences
- International Ethics Concepts for sales teams
- Evaluating International Sales Channels for a medical device company
- Cross-Cultural Communication with India & Brazil for oil and gas industry



// The World Trade Center Denver came on-site to OtterBox to train a large, cross-functional group in Incoterms. The instructor was extremely knowledgeable and catered the training specifically to Otter's unique circumstances. We were able to ask questions as they pertain specifically to our business. Denver WTC did an excellent job of setting up the training session, providing materials, and following up afterwards to ensure that our needs were met. Additionally, the price was very reasonable and is an efficient, cost-effective way to train a large group. //

SUSAN PFUETZE - GLOBAL LOGISTICS MANAGER, OTTERBOX

GLOBAL TRADE ACTIVATOR

LAUNCH INTO NEW GLOBAL MARKETS WITH CONFIDENCE AND GUIDED STRATEGY IN JUST 20 WEEKS

Are you looking for opportunities to increase sales and gain market share by expanding globally? Or are you interested in diversifying your supply chain, reducing costs, mitigating seasonal demand fluctuations or recruiting new talent? Have you dabbled in the international arena and are looking for a more strategic approach?

Our accelerator program, The Global Trade Activator, gives you the essential strategy, resources, and mentorship to help you scale, develop, and activate a trade plan and an operational plan to succeed in international markets.

Your program is customized for you with modules focusing on all areas of international business to give you the knowledge and training that you need. Mentors and coaches from the World Trade Center's network work with you along the way as you build your strategy for success. Come away with a trade plan *and* operational plan to launch you quickly into new markets.

The Global Trade Activator is like having a personal trainer for your business where we build a program customized for you to help you capture international sales quickly! Visit our website at wtcdenver.org/global-trade-activator/ to learn more and apply to be a candidate for the Global Trade Activator.

Accelerate Your Business for Global Success with the Global Trade Activator

- Launch into the Right Markets with Confidence
- Gain the Knowledge You Need to Build a Repeatable Trade Plan to Get Results
- Align Your Team for Global Expansion
- Customized for Your Business and Goals
- Guided by a Trusted Network of Trade Experts

// Participating in the Global Trade Activator program has been a game-changer for Spinster Sisters. We never would have had the confidence or knowledge to launch our products internationally without this program. Karen and her team provided a step-by-step easy to follow process that demystified the complexities of international business and exporting. //

KELLY PERKINS - PRESIDENT/CEO, SPINSTER SISTERS CO.



95% of the World's Consumers
live Outside the United States

BUSINESS SKILLS WORKSHOPS

// Great courses to learn how to drive business in the US - I highly recommend them for both new entrepreneurs who want to take the first step and for experienced ones who are looking for new ideas. //

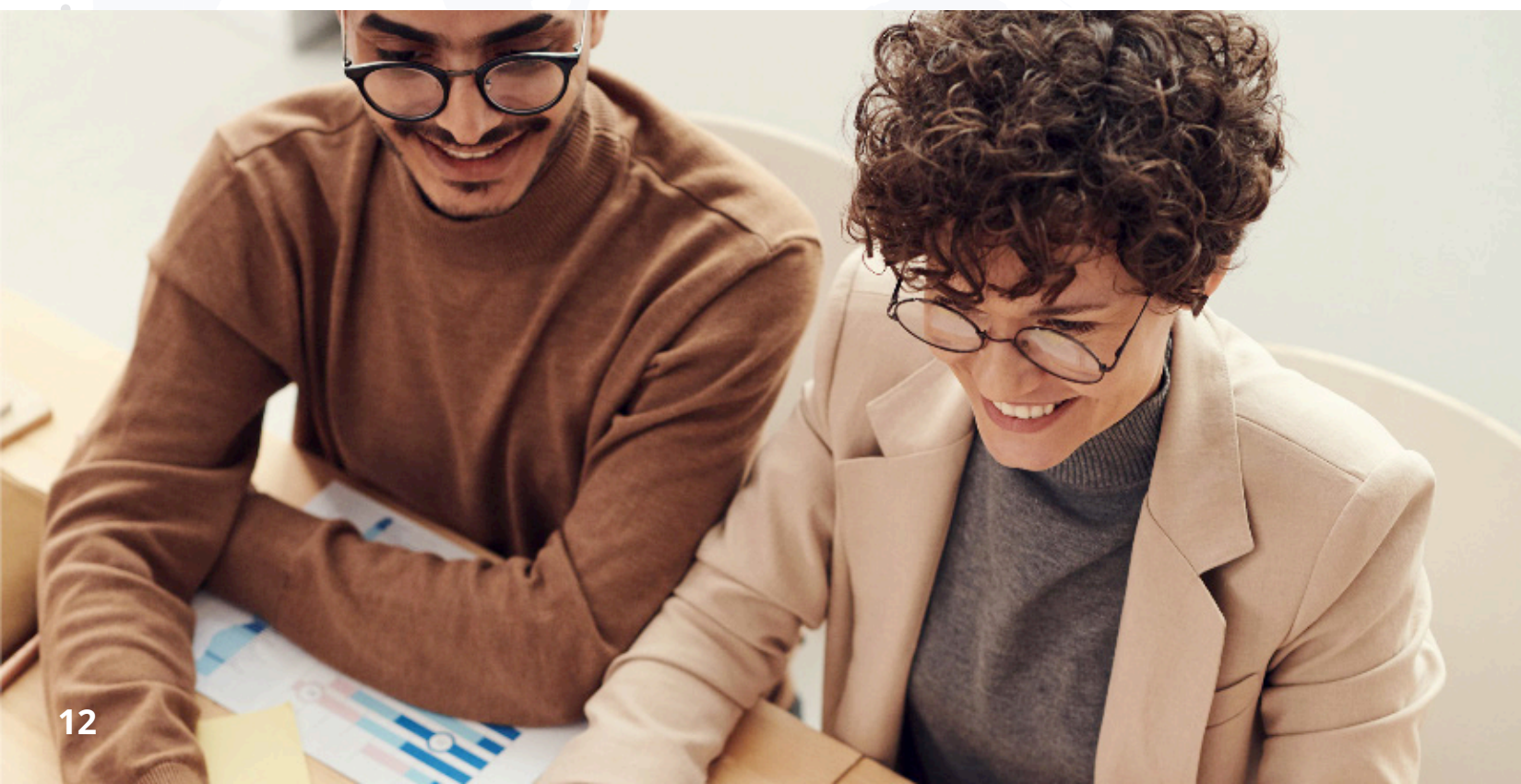
ANTON PAVLOV - CEO, GO BEYOND HUB

Industry-led Business Skills training for entrepreneurs looking to build their international business from the ground up. Drawing on the talents of experts in operations, sales, marketing, finance, strategy, and law, our courses provide a comprehensive look at the essentials of business development. Our workshops include creating your business plan, financial planning, legal pathways, and brand development. The goal is to bring prosperity to our local communities, especially by supporting immigrant entrepreneurs looking to transfer skills from their home countries.

EXAMPLES OF PAST COURSES:

- Business Plan Fundamentals in partnership with the University of Denver
- Developing your Brand and Marketing Plan
- Financial Planning for Business
- Legal Pathway for Business Development
- Business English Courses in partnership with the University of Northern Colorado
- Logistic workshop
- Strategy sessions
- Business Model Canvas workshop
- Google your Business workshop
- Ecommerce Platforms workshops

To inquire about Business Skills Workshops, please contact us at globaltradeactivator@wtcdenver.org or by phone at **303.592.5760**.



COLLABORATE LOCALLY, CONNECT STRATEGICALLY, THRIVE GLOBALLY

Being a part of the WTC Denver network can open up the world for you and your business. With one million member companies and over 300 trade centers in 100 countries, the WTC network opens doors around the world. Here you can exchange ideas and cultivate relationships with the largest concentration of global business-minded professionals in the region. Connections are only the beginning. In addition to our training and networking events led by leaders in the global community, you can take advantage of vetted resources, tools, services, and countless opportunities to play an important role in shaping Colorado's global future.

Colorado is stronger when we trade. And we believe trade makes a difference here.

ANNUAL MEMBER GATHERING

Every September we celebrate our members as the WTC Denver Board of Directors invites all World Trade Center Denver Members, future members and guests to attend the annual member meeting and reception for the Colorado international business community. Check wtcdenver.org for details.

WORLD TRADE DAY

Every May, The WTC Denver hosts THE premier international business conference in the Rocky Mountain Region, World Trade Day. Join us for a day of keynote speakers, short talks by trade experts, and peer-to-peer learning, followed by a networking reception. The event will feature an expo showcasing the region's top global businesses. Please contact us for speaking and sponsorship opportunities at institute@wtcdenver.org. Check wtcdenver.org for the date and to register.

THANK YOU TO OUR TOP SPONSORS





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GAIN PRACTICAL, HANDS-ON INSTRUCTION LED BY INTERNATIONAL BUSINESS EXPERTS

UPDATED AUGUST, 2022



SCAN FOR SCHEDULE



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