

International Trade Training Catalog



scan for schedule

Training Schedule 2023/2024

2023 TRAINING SCHEDULE

An Introduction to International Trade	All Year
Welcome Session	8/30/23
Developing Your Export Strategy	9/6/23
International Expansion: Target Market Selection Part 1	9/21/23
International Expansion Part 2	9/27/23
Due Diligence	10/4/23
Foundations of Incoterms 2020	10/5/23
Global Ecommerce	10/11/23
International Political Economy	10/18/23
Incoterms 2020 Ask the Expert	10/12/23
Brand Positioning/Customer Segmentation	11/1/23
Global Hiring	11/8/23
International Sales	11/16/23
International Digital Marketing	11/29/23
Cross-Cultural Communications	12/6/23

2024 TRAINING SCHEDULE

Intro to Trade Compliance	1/10/24
Import Logistics	1/25/24
Incoterms	2/1/24
Free Trade Agreement Documentation and Regulations (USMCA)	2/7/24
International Contracting	2/15/24
Export Documentation, Shipping and Insurance	2/21/24
ITAR: International Traffic in Arms Regulations	2/28 & 2/29/2024
Trade Finance	3/7/24
Import Compliance Concepts	3/14/24
Export Compliance	4/11/24
Tax and Your International Business	5/1/24
International Law and IP Rights	Spring 2024
Ethics	Spring 2024
Supply Chain	Spring 2024

Practical Training From Industry Experts

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 of
World Trade Center Denver

Nationally & Internationally Awarded for Outstanding Trade Education



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

ABOUT US

For over 37 years, the World Trade Center Denver has produced award-winning international trade education and trained over 35,000 business professionals. Our local and global network unlocks the best trade services and connections in the Rocky Mountain region and the world providing award-winning content and expertise.

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.

TOP-NOTCH INSTRUCTORS & CONTENT

Our instructors are experts in their industry, all with successful careers in their respective content areas. They are up-to-date with current trends, and they share real-world examples and best practices.

TRAINING YOUR WAY

Build Trade Skills with a Few Classes or Deepen Your Professional Development in International Trade

Virtual Instructor-Led Training on Zoom with Q&A

You can build professional acumen online with our expert-led courses, seminars and virtual sessions with proven approaches and real-world examples

On-Demand Course Library

You can access international business information, directories and helpful links addressing topics such as compliance, export-import, and strategy operations

In-Depth Understanding of International Business Concepts

Earn Badges and a Certificate in International Trade designed to build a comprehensive set of skills that prepare you to be export- or import-ready for any industry.

Customized Group Training Onsite for Your Team

Tailored content in a safe space for your employees to ask specific and sensitive questions. These sessions can be held at your offices or ours.

Accelerator for Fast Market Entry With One-On-One Coaching

Launch into new markets with confidence and guided strategy quickly with the Global Trade Activator.

Professional Development

Take one class or choose an option below:



CERTIFICATE IN INTERNATIONAL TRADE

Build Your Professional Development in All Aspects of Trade

A Certificate in International Trade 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 Rocky Mountain WTC Institute has been recognized nationally and internationally, receiving Premiere Accreditation 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 the prestigious 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 receive a Certificate in International Trade, applicants must complete the following within 3 years:

- **48 credit hours of Institute educational training (about 12 courses)**
- **One World Trade Day Conference (annual event in May)**
- **One World Trade Center Denver Annual Member Gathering (annual event in September)**

Member Cost \$1400 (best deal) | Non-Member Cost \$2800



MARKET ENTRY STRATEGY BADGE

Unlock New Markets. Unleash Your Success.

The International Market Entry Strategy Badge is a comprehensive program designed to equip current and future business owners with a deep understanding of key considerations, challenges, and strategies involved in entering new markets and establishing new partnerships. Participants develop effective entry strategies and frameworks tailored to their specific business needs.

Requirements:

Complete 24 hours of training

Member Cost \$800 | Non-Member Cost \$1600



PROCESS DEVELOPMENT AND COMPLIANCE BADGE

Streamline. Comply. Protect.

The Process Development and Compliance Badge is designed to enhance your skills in operations, import-export logistics, compliance, tax, and IP protection. Gain practical knowledge from industry experts and learn best practices from real-life case studies and hands-on exercises that will help you apply what you learn in a meaningful way.

Requirements:

Complete 24 hours of training

Member Cost \$800 | Non-Member Cost \$1600

In addition to the option of taking just one training session, you can choose to complete a badge in Market Entry Strategy and/or Process Development and Compliance, or combine two badges and complete a Certificate in International Trade.

Cost per class varies (see website)



Training Courses

Training Name	Market Entry Strategy	Process Development and Compliance	Credit hours
BIS: Complying with U.S. Export Controls (<i>*This is a 4-day seminar and is not included in the price of the badges or the Certificate in International Trade</i>)		✓	16
Brand Positioning/Customer Segmentation	✓		4
Developing your Export Strategy	✓		4
Due Diligence for International Trade	✓*	✓	4
Ethics in International Trade	✓*	✓	8
Export Compliance, Obligations, & Risk Mitigation		✓	4
Export Documentation, Shipping, & Insurance		✓	4
Foundations of Incoterms® 2020		✓	4
Free Trade Agreement Documentation & Regulations (USMCA)		✓	4
Global Cross-Cultural Communications	✓		4
Global E-commerce	✓		4
Import Compliance Concepts		✓	4
Import Logistics		✓	4
Incoterms® 2020		✓	4
International Contracting	✓*	✓	4
International Digital Marketing	✓		4
International Expansion: Target Market Selection	✓		4
International Law and 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	✓*	✓	4



Virtual Instructor-Led (see wtcdenver.org for current schedule)



On-Demand (see <https://wtcdenverinstitute.thinkific.com/>)

* Please find descriptions under Process Development and Compliance section

Market Entry Strategy Classes

AN INTRODUCTION TO INTERNATIONAL TRADE

Member Cost FREE | Non-Member Cost \$15

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 operations, export & import compliance considerations. This seminar is meant to provide a brief introduction to trade topics, where other trainings will go into more depth for each specific concept introduced.

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

BRAND POSITIONING/CUSTOMER SEGMENTATION

Member Cost \$150 | Non-Member Cost \$300

As part of a well-prepared market expansion or entry strategy, defining your customer segmentation is not only one of the most critical first steps in the process, but also one of the most misunderstood. Join us to learn more about developing a successful market and customer segmentation that leads you to better understand your target audience profiles, their buying personas and what important other brand positioning and value proposition articulations you need to have in place before you expand into new markets.

Recommended for: Anyone who would like to understand more about how to adapt your product/service to a particular audience; anyone in sales or marketing

Nicole Zimmermann, Founder and CEO of ZELOCIN™ & Partners LLC

Zelocin & Partners is a strategic marketing and digital transformation consulting firm that develops agile go-to-market strategies focused on needs-based segmentation, brand positioning, market expansions, digital marketing, customer experience journeys and value-based propositions for clients. Nicole is an international brand, communications, marketing and cultural change management executive with more than 25 years of business excellence and leadership experience, who has worked for DAX and Fortune 500 companies in Europe and the USA in the Telecommunications and Financial Services Industries. Forbes named Nicole one of the "11 Women Who Are Changing the Face of Finance."

DEVELOPING YOUR EXPORT STRATEGY

Member Cost \$150 | Non-Member Cost \$300

This training focuses on developing a strategic and tactical plan for entering new export markets by considering some factors including value proposition and your company's readiness to expand.

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: Anyone who would like to learn what to consider before expanding internationally

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 various universities. 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.

GLOBAL CROSS-CULTURAL COMMUNICATIONS

Member Cost \$150 | Non-Member Cost \$300

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.

Tanya Arnt, Director of Global Trade Activator, WTC Denver

Tanya oversees the Global Trade Activator/Incubator program for immigrants and the Accelerator Program for companies that are ready to launch into new international markets. Prior to this role, Tanya was the Director of Trade Institute at WTC Denver where she was responsible for modernizing trade education programs and converting in-person trainings into virtual and on-demand offerings. She led the Certificate of International Trade Program, Lunch and Learns, World Trade Day Conference, and International Business and U Conference.

GLOBAL E-COMMERCE

Member Cost \$150 | Non-Member Cost \$300

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 by hopping 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.

Recommended for: 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.

INTERNATIONAL DIGITAL MARKETING

Member Cost \$150 | Non-Member Cost \$300

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, Goodvoice Group

Over the past two decades, Harris has started two successful companies, worked at five Olympic Games, while in the process, collaborated with several teams and organizations around the world. He has also worked with high profiles 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, working alongside some of the industry's best minds. 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.

INTERNATIONAL EXPANSION: TARGET MARKET SELECTION

Member Cost \$150 | Non-Member Cost \$300

"International Expansion: Target Market Selection" is a comprehensive two-part course that equips individuals and businesses with essential skills to identify and prioritize foreign markets for successful international growth. It is designed to clarify and de-risk any company's path to successful international growth. In Part 1, participants learn foreign market analysis fundamentals, including market research techniques, assessing market potential and attractiveness, and evaluating market entry barriers and risks.

Part 2 focuses on practical application of proven tools like Global Readiness Scoring, Localization Discovery and Localization Premium Analysis. Through interactive exercises, case studies, and discussions, participants gain hands-on experience in selecting and prioritizing target markets. By course completion, participants possess the skills and insights to make informed decisions and effectively expand their business into new international markets.

Recommended for: Anyone who would like to understand how to use research and analysis to select a foreign market

Matthew Clark, CEO Pangea Consulting

With 25+ years of sales and management experience, Matt has been integral to global brand expansion, international sales execution, and Go-to-Market efforts for a wide variety of companies. Most notably, he led OtterBox to its first international office, establishing its EMEA headquarters in Cork, Ireland. Since then, he has established Pangea Consulting to guide high-growth companies into new international markets. This includes US companies expanding abroad, but also supporting foreign corporations as they enter the challenging US market. An avid traveler, Matt has lived or worked in 7 countries and has visited 70+ countries overall.

INTERNATIONAL POLITICAL ECONOMY

Member Cost \$150 | Non-Member Cost \$300

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 \$1.9 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.

INTERNATIONAL SALES

Member Cost \$150 | Non-Member Cost \$300

Do you want to grow your international sales? 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 responsible for sales directly or indirectly that would like to find buyers for their products overseas and has to assess which channel is the best route to market for their product.

David Williams, Tower63

David started Tower63 to bring his years of experience to small and medium businesses that want to grow internationally. He takes a metrics- and performance-focused approach to management and brings a customer-centric and commercial orientation. David was President and COO at Global Publishing Solutions from 2018 to 2022 establishing a North America entity in Aerospace and Defense a first for a UK Company of GPSP's size. His progressive career began with IBM in Europe and then in the US holding executive positions in global customer support, running call centers globally, brand marketing, business digital transformation, and ended up running a division of IBM in the Americas.

Process Development and Compliance

AN INTRO TO TRADE COMPLIANCE

Member Cost \$150 | Non-Member Cost \$300

This course is designed to provide participants with a comprehensive understanding of the fundamental principles, regulations, and best practices governing international trade and commerce. This course serves as a gateway to the complex world of global trade compliance and aims to equip participants with the knowledge and tools necessary to navigate the intricate landscape of international trade.

Recommended for: Anyone new to trade compliance or who would like a general understanding of the people, licenses, regulations, and documents involved.

Laura Nolan, Terumo BCT

Laura Nolan is the Senior Manager, Global Logistics Programs, for Terumo BCT and has over 20+ years experience in customs and logistics. Laura serves on the Advisory Board for the Rocky Mountain Institute of the World Trade Center Denver and heads the Compliance Interest Group of the World Trade Center Denver.

DUE DILIGENCE

Member Cost \$150 | Non-Member Cost \$300

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

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

ETHICS IN INTERNATIONAL TRADE

Member Cost \$200 | Non-Member Cost \$400

Interested in bringing your company global but unsure how to do so ethically? Jacqui Beckett has years of experience ensuring that a company's 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 -

Jacqui Beckett 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 \$300

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) and to better understand how to mitigate export risk through the development of an Export Management Compliance Program (EMCP) by helping you understand: 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, 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

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.

Laura Nolan, Terumo BCT

Laura Nolan is the Senior Manager, Global Logistics Programs, for Terumo BCT and has over 20+ years experience in customs and logistics. Laura serves on the Association Board for the Rocky Mountain Institute of the World Trade Center Denver and heads the Compliance Interest Group of the World Trade Center Denver.

EXPORT DOCUMENTATION, SHIPPING, AND INSURANCE

Member Cost \$150 | Non-Member Cost \$300

A 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.

FOUNDATIONS OF INCOTERMS® 2020

Member Cost \$150 | Non-Member Cost \$300

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 effective January 1, 2020, this updated training offered by the regional expert in Incoterms®, gives you an overview into the eleven different rules.

Recommended for all exporters, importers, international sales personnel, purchasing managers, forwarders, customs brokers, carriers, credit professionals, insurers.

James Ferry, Canadian Solar

James has a wide variety of business experience, both in international trade and otherwise. He worked as a Licensed Customs Broker for many years before moving to MolsonCoors. At MolsonCoors and Arrow Electronics, James was the Trade Compliance Manager, overseeing the import and export compliance functions of the large global business and global projects' teams. James is now a Trade Compliance Manager with Canadian Solar.

FREE TRADE AGREEMENT DOCUMENTATION & REGULATIONS (USMCA)

Member Cost \$150 | Non-Member Cost \$300

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 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 or student 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, University of Colorado, Boulder

Greg has more than 20 years of import & export compliance experience in high-tech manufacturing. Areas of expertise include; 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

Dave 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 practice focuses on the representation of clients before U.S. Customs and Border Protection in a wide range of proceedings, from ruling requests and appeals of agency actions to audits, seizures and penalty cases. 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.

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 Vice President for Gallagher Transport International, a logistics firm specializing in US Customs and Freight Forwarding. GTI, with offices in Denver and Portland/Vancouver, has maintained excellence in the logistics industry for over 25 years. Ms. Peaker is a member of the National Customs Brokers and Freight Forwarders Association (NCBFAA) and Denver's World Trade Center.

IMPORT COMPLIANCE CONCEPTS

Member Cost \$150 | Non-Member Cost \$300

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

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.

IMPORT LOGISTICS

Member Cost \$150 | Non-Member Cost \$300

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.

INCOTERMS® 2020

Member Cost \$150 | Non-Member Cost \$300

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 a regional expert in Incoterms®, gives you an in-depth view into the eleven different rules.

Recommended for all exporters, importers, international sales personnel, purchasing managers, forwarders, customs brokers, carriers, credit professionals, insurers,

James Ferry, Canadian Solar

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 and Arrow Electronics, James was the Trade Compliance Manager, overseeing the import and export compliance functions of the large global business and global projects teams. James is now a Trade Compliance Manager with Canadian Solar.

INTERNATIONAL CONTRACTING

Member Cost \$150 | Non-Member Cost \$300

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, Attorney, Fortis Law Partners

Tyler is a business attorney for US and foreign clients in technology and heavily regulated and emerging industries in complex regulatory environments. He has worked for Pax 8 and Messner Reeves, LLP and then division counsel for a global division at Johns Manville in Denver. Prior to relocating to Denver, Tyler spent many years teaching at the National Defense University and working in the US Senate in Washington, DC.

INTERNATIONAL LAW AND IP RIGHTS

Member Cost \$150 | Non-Member Cost \$300

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.

ITAR: INTERNATIONAL TRAFFIC IN ARMS REGULATIONS

Member Cost \$200 | Non-Member Cost \$400

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

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. Lizbeth serves on the board of advisors of the Institute for the World Trade Center Denver.

MANAGING GLOBAL HIRING, HR, AND TEAMS

Member Cost \$150 | Non-Member Cost \$300

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.

Mark Cicotello, Employers Council (retired)

Mark has been with Employers Council, Inc. for 7 years as an HR Consultant, and he works with both private and public employers in the areas of: HR Strategy, Compensation Performance Management, International HR and Ethics. He was previously the Vice President of HR at Heska Corporation, HR Director of International Operations at Monsanto/Searle, and HR Director at Hewlett-Packard. He earned and maintains his professional certifications as a: Senior Human Resource Professional (SPHR), Global Professional Human Resources (GPHR), SHRM Senior Certified Professional (SHRM-SCP), Certified Compensation Professional (CCP), and Certified Executive Compensation Professional (CECP).

SUPPLY CHAIN

Member Cost TBD | Non-Member Cost TBD

Learn about the role and impact of the global supply chain and how to evaluate the operational efficiency of an organization's supply chain using a strategic framework.

TAX AND YOUR INTERNATIONAL BUSINESS

Member Cost \$150 | Non-Member Cost \$300

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, Steve 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.

Steve Schnepel, Plante Moran

As a leader in our international tax services group, Steve assists clients with all of their cross-border tax needs. His expertise includes international sports and entertainment, cross-border tax planning, global expansion projects, U.S. foreign tax credit planning, repatriation planning, the U.S. anti-deferral regime, and the U.S. withholding tax regime. The majority of his clients are publicly and privately held businesses in the high-tech, manufacturing, distribution, professional services, energy, and telecom industries. He has always been fascinated by the field of international tax — and he considers it an honor to be seen as a technical resource on the subject by his colleagues. Helping people and businesses with their many and varied complex tax issues has been — and remains — a very satisfying part of his career.

TRADE FINANCE

Member Cost \$150 | Non-Member Cost \$300

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 as well as 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 pitfalls 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 the SBA can help them meet their export business growth.

Recommended for: Personnel involved in payments or financing.

Justin Seedorf, Allianz Trade

Justin is a Regional Vice President for Allianz Trade North America. He has provided Trade Finance securitization solutions to exporters for over 10 years and currently runs the South West Region for Allianz Trade 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.

Patty Brewer, SBA

Patty is an Export Finance Manager with the SBA's Office of International Trade – one of 21 colleagues around the nation who help small businesses finance their exports and connect with experts on international trade. Before joining SBA, Patty was an underwriter at EXIM Bank where she worked in multiple lending divisions including Business Credit, Trade Finance, and Trade Credit Insurance. In her three years with the Trade Credit Insurance Division, she processed more than \$186 million in short-term insurance transactions. During her ten years in Trade Finance, she completed 152 transactions supporting agricultural equipment, trailers, printers, heating systems, silos, and tractors.

Jared Van Orden, GPS Capital

Jared Van Orden is a Senior Foreign Exchange Advisor with GPS Capital Markets Inc. and works from their Headquarters in Salt Lake Utah and has been helping international companies in the Rocky Mountain region for the past 10+ years. Jared is a board member of the Salt Lake World Trade Center Chapter and holds a Master's degree in accounting from Brigham Young University. Besides helping companies with currency issues, he holds the title of dad for his 6 kids.

COMMENTS FROM PARTICIPANTS

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

"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."

"The Training provided by the World Trade Center exceeded my expectations - instructors are very knowledgeable and engaging. Well worth the cost."

"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

Customized Training

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

EXAMPLES OF PAST CUSTOMIZED TRAININGS

The WTC Denver can customize international business training for companies on specific topics to their company situation and to maximize your team's learning experience. Customized training offers a safe space to ask specific and sensitive questions and can be held at your location or ours.

- 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

Manufacturer's Edge

Manufacturer's Edge is impact focused. We take a collaborative approach to learn about your business and identify areas of improvement that will have the greatest impact on your bottom line, future growth and long-term success. As Colorado's official Manufacturing Extension Partnership (MEP) Center, we leverage local and national resources to provide on-site support, strategy and planning, and technical assistance to manufacturers of all sizes across our state. With expertise as broad as ESG, Maintenance Fundamentals, Sales and Revenue team assessments and coaching, Marketing / SEO optimization, Voice of the Customer, and New product innovation and implementation on top of our core strengths of continuous improvement, quality, safety, and supervisor training, Manufacturer's Edge can customize a solution that will boost your bottom- or top-line performance.

www.ManufacturersEdge.com

GLOBAL TRADE ACTIVATOR PROGRAM

"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. The WTC team provided a step-by-step easy to follow process that demystified the complexities of international business and a 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.



Accelerator

Our accelerator launches companies into new global markets with confidence and aligns teams for International growth and success, customized, and guided by a trusted network of trade experts.

Incubator

The incubator is designed to help entrepreneurs to start and build their import/export business, from idea stage to launch.

- 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 International Growth and Expansion
- Customized for Your Business and Goals
- Guided by a Trusted Network of Trade Experts

Learn More About The Process At www.globaltradeactivator.org

ANNUAL MEMBER GATHERING

September 13, 2023 3:30-7:30pm

The Board of Directors is cordially inviting all World Trade Center Denver Members, future members and guests to attend the annual member meeting and reception for the Colorado international business community.

>Visit wtcdenver.org for a complete listing of events and networking interest groups.

WORLD TRADE DAY

May 2024

World Trade Day is the premier international business conference in the Rocky Mountain Region. 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.

Be a Part of the Network For Global Trade Professionals

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 and the world. And connections are only the beginning. As a member you have access to vetted resources, tools, services, and countless opportunities to grow your business.

Visit wtcdenver.org/membership for a complete listing of events and networking interest groups.

THANK YOU TO OUR TOP SPONSORS



garritz



GPS®





**WORLD TRADE CENTER®
DENVER**

Mile High and Worldwide

Rocky Mountain World Trade Center Institute
2650 East 40th Avenue
Denver, CO 80205 USA

t 303.592.5760
e institute@wtcdenver.org
wtcdenver.org

Non Profit Org.
U.S. POSTAGE
PAID
Denver, CO
Permit No. 1408

Try a Class for Free!

Use the code:
Catalog2023 to sign up for
*"International Expansion:
Target Market Selection"*
on **09/21/23**

Register Today
with the QR Code
Below

Hibbert™
A HISTORY OF FORWARD THINKING

We would like to extend our thanks and gratitude to The Hibbert Group for their support of the 2023/2024 Training Guide. The Hibbert Group is an ISO9001:2000 certified, international, comprehensive marketing services company supporting the needs of a multinational client base

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

Updated August 2023



scan for schedule

Trained over
35,000
 Business
Professionals

80+
Annual
Events &
Training

37+ years of experience
supporting, training, and connecting
manufacturers and
other Colorado Industries