

Understanding Exporting Process (New)

By Olivia Chan



Decide with Confidence

Objectives

A practical course specially designed to provide participants with the **KNOWLEDGE and SKILLS** to:

- Understand how to “go global”
- Learn effective techniques for getting started
- Learn international selling and marketing techniques
- Understand the various types of export finance

Course Contents

EXPORT

- Why export is necessary and How to export

EXPORT MARKET RESEARCH

- How to do Market Research and Types

COUNTRY SURVEY

- Country's background and Detailed Country Analysis

PRODUCT RESEARCH

- Product and Packing

METHODS OF SELLING ABROAD

- Physical Distribution and Overseas Agent

PRICING

- Elements of pricing and Definition of Price
- Cost Analysis, Export Quotation, Export Costing

EXPORT FINANCE

- Method of Payment in Export
- Pre-shipment and post-shipment finance
- Factoring, Forward Exchange Contract
- Ensuring Payment

About The Trainer – Mrs. Olivia Chan

OLIVIA CHAN, Fellow of the Chartered Institute of Bankers and a MBA graduate in Finance from University of Leeds, is a seasoned documentary credit specialist of over 30 years. She joined Natwest Group in 1977 and was with this Group for about 20 years and her last position was Manager of its Trade Finance Unit. She is a Certified Documentary Credit Specialist, a qualification jointly issued by the Chartered Institute of Bankers (UK) and the International Financial Services Association (USA) and endorsed by the International Chamber of Commerce based in Paris, France. Olivia also served as a Treasury Manager with a Singapore based top research and development organisation from 1997 to 2002.

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Date: 29 March 2012, 9am – 5pm
Venue: TBA

Fee: [] S\$530 (before GST) for D&B Subscriber [] S\$640 (before GST) for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 29 Feb to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

[] D&B subscription units (Account no: _____)
[] * Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*
[] * VISA [] Mastercard [] Amex
Card no: _____ **Expiry date:** _____
Signature: _____ *(*GST applies for cheque & credit card payment)*

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made cheque/credit payment towards the event and such registrants shall have no claims against the company.
5. D&B reserves the right to change venue due to unforeseen circumstances.

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