

Instructors

Penny J. Beckwith

Vice President and Relationship Manager with HSBC Bank USA NA

Penny has worked with middle market and large corporate clients for over 16 years in both Cross-Border and International Trade banking divisions. Penny previously managed international finance programs with the ECIDA in partnership with the Export-Import Bank of the United States. Penny is a graduate of SUNY Geneseo.

Michael Diati

Vice President, Speed Global Services

After spending 19 years with FedEx, Michael has been instrumental in rebranding Speed Transportation into a global supply chain management company. He teaches International Supply Chain Management at Niagara University, speaks and consults on numerous international business topics. He received his undergraduate degree from the University of Dayton and his MBA from Canisius College.

Christopher Johnston

President, World Trade Center Buffalo Niagara

Christopher currently directs WTCBN including new product development and marketing initiatives. He has also worked with the City of Buffalo's Department of Economic Development; developed trade compliance programs at Thompson Hine LLP; and with the U.S. Department of Commerce. He received his M.A. in Economics from Fordham University.

John J. Koeppel

Partner, Nixon Peabody LLP

John is chair of Nixon Peabody's Private Equity and Investment Funds group and his primary areas of practice are private equity investments and fund formation, mergers and acquisitions, financings, cross-border transactions, emerging business, and general corporate matters. He received his B.S. in Business Administration, M.B.A. and J.D. from SUNY at Buffalo.

Rosanna Masucci

Acting Director, U.S. Department of Commerce's Buffalo Export Assistance Center

Rosanna has worked with, speaks on and coordinates seminars on the services of the U.S. Department of Commerce around the state for exporting companies. Rosanna graduated from SUNY at Buffalo with a B.A. in International Studies and Italian. Her M.A. is in International Trade and Economic Geography.

Jon P. Yormick

Founder and Managing Attorney, Law Offices of Jon P. Yormick Co., LPA

Jon represents and advises clients on international trade transactions and export controls, including EAR, ITAR, Office of Foreign Assets Control sanctions, anti-boycott regulations, deemed exports, voluntary self-disclosures, the Foreign Corrupt Practices Act, NAFTA and U.S. Customs law matters. Jon received his J. D. from Case Western Reserve University School of Law and undergraduate degree from Canisius College.

Program Benefits

- You will be taught the necessary tools to take your company into the global marketplace.
- Advanced Certificate in International Commerce & World Trade Center Trade Expert (TE) Accreditation upon course completion
- 3 hours of professional consulting - review of your company Case Study, Q & A
- One year membership with World Trade Center Buffalo Niagara

Program Details

Completion of course will be dependent on the development of your company's Case Study focused on increasing market share in an existing international market, introduction of a new product to a market or related study focused on international growth and expansion. The Case Study will be presented by the candidates and will be subject to review by instructors.

Ten Week Program:

September 11, 2012 through November 13, 2012

Classes:

1pm – 5pm, Every Tuesday

2299 Kenmore Avenue, Buffalo, NY 14217

Registration Fee:

\$1950, Class is limited to 25 participants



Course Design

The Advanced Certificate Program in International Commerce & World Trade Center Trade Expert Certification will be broken down into five modules spanning ten weeks.

I. Module One - The Business Environment (Weeks One & Two)

Provides broad knowledge and understanding of the conditions under which international traders must operate their business. This includes how business is affected by changes in the political, economic, social, and technological environment both nationally and internationally. Students will also be provided with basic knowledge of legal concepts relating to international trade with a focus on the law of contract, sale of goods and agency law.

Instructors: Christopher Johnston and John J. Koepfel

II. Module Two – Export Controls/ITAR, Customs and Documentation (Weeks Three & Four)

Overview of the regulatory agencies and their applicable policies which govern international commerce, with specific attention on US Customs and Import/Export procedures, Export Administration Regulations and International Traffic in Arms Regulations. This course will review the landscape and introduce key government regulators and bodies with trade jurisdiction. *Instructors: Christopher Johnston and Jon P. Yormick*

III. Module Three - Finance of International Trade (Weeks Five & Six)

The key concepts to profitability in business and the most appropriate sources of finance to maximize such profits. Students are required to evaluate and attempt to reduce various risks that are common to international trade, including exchange risk and country and buyer credit risk and to choose and operate the most appropriate methods of payment and introduction to various financial instruments utilized in international commerce.

Instructor: Penny J. Beckwith

IV. Module Four - International Marketing and Market Entry (Weeks Seven & Eight)

Introduction to basic marketing concepts for international marketing. Students learn to interpret the market environment, carry out appropriate research, analyze information accurately and devise appropriate market entry and marketing plans for the international environment. This course will discuss each market entry strategy in detail, and carefully explain the various benefits and disadvantages. Students will be advised on how to analyze a company's strategic goals and abilities against the various market entry options, ensuring the best chance of success for a company. *Instructors: Christopher Johnston and Rosanna Masucci*

V. Module Five - International Physical Distribution (Weeks Nine & Ten)

Addresses the advantages and disadvantages of different modes of transportation. This includes factors relating to the choice of transport, understanding Incoterms, and recommending the appropriate term for a company's international business. Students will also learn to manage the administration of a company's international trade transactions. This includes understanding a range of documents and their functions and appreciating the need for correct packing and insurance of goods, as well as having an effective relationship with international service providers. *Instructor: Michael Diati*

**For more information and to register for the program,
visit www.speedgs.com or call 1-800-447-3033 x114**