



ADVANCED IMPORT-EXPORT AND GLOBAL LOGISTICS MANAGEMENT TRAINING COURSE

12 - 16 OCT 2026

GENEVA

5900 € (PER PERSON)

REF: #LOG2280_34084



COURSE INTRODUCTION / OVERVIEW:

This comprehensive training course provides a deep dive into the interconnected worlds of global trade, logistics, and import-export documentation. In today's highly globalized economy, the ability to manage cross-border trade operations efficiently is a critical competitive advantage. This program is meticulously designed to equip participants with the practical skills and strategic knowledge needed to navigate the complexities of international trade compliance, logistics network design, and financial instruments. Drawing on established principles from experts like Dr. Douglas M. Lambert, a pioneer in supply chain management, the course moves beyond basic theory. It explores the integrated frameworks discussed in works such as "Supply Chain Management: Processes, Partnerships, Performance," emphasizing how documentation, logistics, and finance are not separate functions but a cohesive system. BIG BEN Training Center has developed this curriculum to empower professionals to mitigate risks, optimize supply chain visibility, and reduce operational costs. Participants will gain a thorough understanding of everything from Incoterms 2020 rules and customs clearance processes to advanced strategies in global sourcing, ensuring they can manage the entire import-export cycle with confidence and precision from start to finish.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Import and Export Managers and Specialists.
- Logistics and Supply Chain Professionals.
- Procurement and Sourcing Managers.
- Freight Forwarders and Customs Brokers.
- Trade Compliance Officers.
- Sales and Business Development Managers involved in international markets.
- Finance professionals dealing with letters of credit and trade finance.
- Entrepreneurs and business owners looking to expand globally.

TARGET SECTORS AND INDUSTRIES:

- Manufacturing and Industrial Production.
- Wholesale and Retail Trade.
- Freight Forwarding and Logistics Services.
- Automotive and Aerospace.
- Pharmaceuticals and Healthcare.
- Technology and Electronics.

- Agriculture and Food Products.
- Governmental bodies, customs authorities, and trade promotion agencies.



TARGET ORGANIZATIONS DEPARTMENTS

- Logistics and Distribution.
- Supply Chain Management.
- Procurement and Purchasing.
- International Sales and Marketing.
- Finance and Accounting.
- Legal and Compliance.
- Operations Management.
- Warehousing.

COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Analyze and apply Incoterms 2020 to define responsibilities in international shipments.
- Prepare and manage critical import-export documentation, including commercial invoices, packing lists, and bills of lading.
- Navigate the complexities of customs clearance processes and compliance requirements.
- Develop strategies for effective international transportation and freight management.
- Evaluate and utilize various international payment methods and trade finance instruments like Letters of Credit.
- Implement risk mitigation strategies for global supply chain disruptions.
- Understand the application of Harmonized System (HS) codes for tariff classification.
- Optimize logistics networks for cost efficiency and improved delivery times.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring participants can immediately apply their learning in a professional context. We move beyond traditional lectures to create a dynamic learning environment that fosters deep understanding and skill mastery. The course heavily relies on real-world case studies that challenge participants to solve complex logistics and documentation problems. Interactive group discussions and workshops encourage the sharing of experiences and collaborative problem-solving, allowing attendees to learn from both the instructor and their peers. Practical exercises, such as completing sample trade documents and simulating customs clearance scenarios, provide hands-on experience. The program incorporates role-playing activities to practice negotiation with freight forwarders and managing international payment methods. Continuous feedback is provided by the expert trainer throughout the sessions, helping participants refine their understanding of logistics performance metrics and supply chain optimization strategies. This blended approach ensures a comprehensive learning experience that builds both theoretical knowledge and practical competence in global trade management.

COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF GLOBAL TRADE AND INTERNATIONAL LOGISTICS



- Introduction to the global trade environment.
- Key players in the international supply chain.
- Understanding the complete import-export cycle.
- Fundamentals of international sourcing and procurement.
- The role of logistics in competitive strategy.
- Introduction to global trade management (GTM) systems.
- Legal and ethical considerations in international trade.

UNIT TWO: MASTERING IMPORT-EXPORT DOCUMENTATION

- The critical role of accurate documentation in trade.
- Preparing the commercial invoice and packing list.
- Understanding the Bill of Lading (B/L) and Air Waybill (AWB).
- The purpose and application of the Certificate of Origin.
- Managing export licenses and permits.
- Specialized documents for specific goods and countries.
- Best practices for digital documentation and record-keeping.

UNIT THREE: INTERNATIONAL TRANSPORTATION AND FREIGHT MANAGEMENT

- Modes of international transport: sea, air, road, and rail.
- Selecting the right freight forwarder and customs broker.
- Containerization and cargo handling principles.
- Basics of freight rate calculation and negotiation.
- Cargo insurance and liability in international shipping.
- Tracking and tracing shipments for supply chain visibility.
- Managing logistics in multimodal transportation.

UNIT FOUR: CUSTOMS COMPLIANCE, TARIFFS, AND INCOTERMS

- The role of customs authorities in international trade.
- Navigating the customs clearance process.
- Introduction to the Harmonized System (HS) for tariff classification.
- Calculating duties, taxes, and fees.
- Understanding Free Trade Agreements (FTAs) and their benefits.
- A detailed guide to Incoterms 2020 rules.
- Avoiding common compliance pitfalls and penalties.

UNIT FIVE: TRADE FINANCE AND ADVANCED SUPPLY CHAIN STRATEGIES

- Common international payment methods: from open account to cash-in-advance.
- The mechanics of Letters of Credit (L/C) and documentary collections.
- Managing currency risk in international transactions.
- Supply chain risk management and resilience planning.
- Implementing logistics performance metrics and KPIs.
- Emerging technologies in logistics: AI, IoT, and Blockchain.
- Developing a sustainable and green global supply chain.



FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

SOMETHING TO THINK ABOUT:

Considering the rise of digitalization and blockchain, how might the traditional roles of freight forwarders and customs brokers evolve or become obsolete in the next decade?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by offering a holistic and integrated perspective on global trade, a feature often missing in programs that focus narrowly on either logistics, documentation, or finance. We treat the international supply chain as a single, interconnected ecosystem. Instead of teaching subjects in isolation, our curriculum demonstrates how a decision in selecting an Incoterm directly impacts transportation costs, insurance liability, and the required documentation, providing a 360-degree view of trade operations. The content is intensely practical, moving beyond theoretical knowledge to focus on real-world application through case studies drawn from diverse industries and complex cross-border scenarios. Participants do not just learn what a Bill of Lading is; they learn how to correctly complete one and how to resolve discrepancies that could delay shipments or payments. Furthermore, the course is forward-looking, dedicating significant time to advanced strategies and emerging technologies that are reshaping the industry. It equips professionals not only with the skills to excel in today's environment but also with the strategic foresight to navigate the future of global logistics and trade compliance, making it an invaluable investment for career advancement.