

EXPORT & TRADE CHAPTER BRIEFS

CHAPTER 1. INTERNATIONAL MARKETS:

This deals with key trade trends, sources of market information, key market and product trends.

CHAPTER 2. EXPORT MANAGEMENT: Sponsored by Westpac

Includes strategic planning, protectionism, exporting regulations, security, quality, export administration, passing risk, and trade terms.

CHAPTER 3. IMPORT MANAGEMENT:

This covers product sourcing, import regulations, food and food related products, bio security, transport and finance.

CHAPTER 4. FREIGHT & LOGISTICS:

This covers the role of choosing a freight and logistics forwarding provider, a 'who's who' and what to ask a potential provider. Includes air freight.

CHAPTER 5. SEA FREIGHT:

This includes ports and shipping, inland ports, how to find out about using sea freight, and shipping services.

CHAPTER 6. CUSTOMS:

Covers the role of the customs broker, the Tariff of New Zealand, electronic data interchange (EDI), clearing goods through Customs, when to dispense with the bill of lading, and export clearance requirements.

CHAPTER 7. FINANCE: Sponsored by Westpac

This chapter covers: How will your customers pay, documentary collections, documentary letters of credit, open account trading, invoicing your customers, trade finance facilities and help with pre-export finance.

CHAPTER 8. INSURANCE: Sponsored by QBE Insurance

Includes export trade credit insurance, marine, product liability risk and insurance, risk management, and insuring posted items.

CHAPTER 9. TAXATION: Sponsored by WHK

Covers transfer pricing, thin capitalisation, foreign investor tax credit regime (FITC), conduit taxation, forex transactions, depreciation, entertainment provisional tax and much more.

CHAPTER 10. E COMMERCE:

Information TBA.

CHAPTER 11. SALES & MARKETING:

This new and improved chapter covers the planning, research, marketing mix, promotion, exhibiting at trade fairs and direct marketing.

CHAPTER 12. PACKAGING & LABELLING:

Covers packaging design, in transit, environmental issues bar codes and RFID, dangerous goods and hazardous substances, packaging and insurance.

CHAPTER 13. INTELLECTUAL PROPERTY:

This covers all aspects of patents, designs, copyright, registered trade marks (brands) custom notices, counterfeits, parallel importations, trade secrets, confidential information and know how.

CHAPTER 14. COMMUNICATIONS TECHNOLOGY:

The importance of communication, this chapter covers the internet, voice calls, business to business data exchange, video calling and conferences, and staying in touch on the road.

CHAPTER 15. HELPDESK:

This includes information on export education and training, business networking opportunities via business councils, chambers of commerce, Export NZ and government assistance.

GLOSSARY:

A complete comprehensive glossary on air cargo terminology, shipping incoterms and trading words.



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