



MASTER EXPORT SPECIALIST (MES) COURSE OUTLINE

Introduction: Course Objectives, Methodology & Structure

Module 1: An Integrated Approach to Exporting from the U.S.

- The Customer-Centric Approach
- Product Consideration
- Product Pricing
- Finance & Accounting
- Risk Management & Trade Compliance
- Domestic & International Logistics
- Commercial & Transport Documents
- Technology Enablers for Exporters

Module 2: International Sales Contracts

- The U.S. Exporter's Perspective
- Fundamentals of International Contracts
- Critical Contract Clauses & Examples
- Incoterms Rules and International Sales Contracts
- Introduction to Payment Terms
- Current Conventions & Contract Models

Module 3: Export Compliance

- Purpose, Scope & Goals of Export Controls
- U.S. Govt. Agencies & Regulatory Authority
- Multi-Lateral Export Control Regimes
- The Export Control Reform Initiative
- Deep Dive of ITAR
- Export Administration Regulations
- Scope of the EAR and Key Definitions
- Steps in Complying with the EAR
- The Ten General Prohibitions
- The CCL and Country Chart
- License Exceptions
- Applying for an Export License



- BIS and the Export Control Initiative
- Anti-Boycott Provisions
- Sanctions & Embargoes
- U.S. Govt. Sanctions & Embargo Programs
- Licenses from Multiple Agencies
- OFAC Licenses
- The Screening of Export Transactions
- The Consolidated Screening List

Module 4: The Logistics of Air Exports

- Introduction to IATA
- The U.S. Air Export Market
- Cargo vs. Passenger Aircraft
- Unit Loading Devices
- The Role of the Freight Forwarder
- Indirect Air Carriers
- The Air Export Cargo Consolidation Model
- Actual vs. Volume Weight Calculations
- Air Export Transport Documents
- Perishables & Temp. Controlled Exports
- Air Export Cargo Security

Module 5: The Logistics of Ocean Exports

- The Federal Maritime Commission
- The U.S. Ocean Export Market
- Types of Vessels and Containers
- Full Container Load
- Less than Container Load
- Actual vs. Volume Weight Calculations
- Break Bulk & Oversized Cargo
- Negotiating Ocean Contracts
- The Role of the Freight Forwarder
- Perishable & Temperature Controlled Cargo
- Marine Cargo Insurance
- Ocean Export Transport Documentation



Module 6: NAFTA Exports

- Introduction to the North American Free Trade Agreement
- Country Profiles and Logistics Infrastructure (Canada & Mexico)
- The NAFTA Export Market: Evolution of the U.S. Trucking Industry
- Structure of the NAFTA Trucking Market
- The Role of the NAFTA Truck Transportation Service Provider
- Types of Trucking Equipment
- Full Truck Load and Less Than Truckload Pricing Structures
- Understanding the NAFTA Customs Clearance Process
- Cross Border Supply Chain Security
- U.S. Exports and NAFTA Qualification

Module 7: Export Documentation

- Export Documentation and the U.S. Exporter's Value Proposition
- International Sales Agreements and Export Documentation
- International Sales Agreements and the Documentation Trail
- Commercial Documents
- Transport Documents
- Carrier Terms & Conditions, Limited Liability and Cargo Insurance
- Institute Cargo Clauses A, B & C
- Export Documentation and E-commerce

Module 8: Electronic Export Information

- Introduction to Electronic Export Information and the Automated Export System
- Foreign Trade Regulations 15 CFR Part 30
- Foreign Trade Regulations Definitions
- General Requirement for Filing Electronic Export Information
- The Responsibilities of Parties to U.S. Export Transactions
- Routed Export Transactions
- EEI Filing Procedures, Deadlines and Certification statements
- The EEI Filing Application and Certification Process
- Electronic Export Information Data Elements
- Annotation of Transport Documents
- Transmitting and Correcting Electronic Export Information
- Retention of Export Information
- Exemptions from filing of Electronic Export Information



Module 9: International Payment Terms

- Different Types of Payment Terms
- Payment Terms and the Exporter's Value Proposition
- How to Use Payment Terms to Create Competitive Advantage
- Export Receivables Insurance
- The Import/Export Bank
- Factoring
- Types of Letters of Credit
- The Letter of Credit Process
- Documentation Requirements
- Analysis of the Uniform Commercial Practices (UCP 600)
- Documentary Collections
- The Documentary Collection Process
- Documentation Requirements
- Analysis of the Uniform Rules for Collections (URC 522)

Module 10: U.S. Free Trade Agreements

- Introduction to U.S. Free Trade Agreements
- How to Create Competitive Export Advantage Using FTAs
- Understanding the Structure and Text of FTAs
- Analysis of the United States' Portfolio of FTAs
- Steps for Determining a Product's Qualification for a Free Trade Agreement
- Originating Goods
- Rules of Origin
- Changes in Tariff Classification
- Regional Value Content
- Tariff Rate Quotas
- Certificates of Origin