Overview
There are no markets today where your competitors can’t reach your customers. All markets are international and whether you’re in the business of exporting or not, you need to know the rules of the game.

International trade is governed by a complex body of rules set at the level of the World Trade Organisation (WTO) and/or one of the Free Trade Agreements (FTAs) to which Australia is a party. These rules are designed to allow businesses to compete in a non-discriminatory trading environment while obliging them to abstain from unfair forms of competition and providing for remedial action against unfair practices. The rules also give exporting firms important rights in their overseas markets, including the right to information about specific market conditions and regulations. In addition to understanding the rules, business needs to know who to go to with a problem and where to find help.

Furthermore, an understanding of the technical aspects of exporting, which presents its own set of challenges, is a prerequisite to successful performance in overseas markets.

Program Outline
This program is offered as a highly interactive workshop by two of the leading experts in this field.

You will learn the key rules of the international trading framework, how these rules are implemented in Australia and in key overseas markets as well as who is in charge of making these rules work in Canberra and internationally. Strategies will be discussed dealing with how to take advantage of the rules to break into export markets; how to take into account special standards requirements and other regulations, and what to do if you encounter unfair competition internationally or in your domestic market.

You will also learn the basic parameters for successfully selling into export markets, as well as the pitfalls to avoid in overseas marketing and financing of sales.

Who Benefits?
This program is especially developed for managers, business operators, board directors, shareholders, investors and business founders who wish to better understand how their business might successfully take advantage of the opportunities offered by the rules that govern international trade today. Whether your firm is exporting or feeling the effects of overseas competition, this program will provide critically-important insights into how to succeed in an era of global challenges.

The Program
The program will be presented in two parts over two days. The first will explain trade policies, international trade rules and their implementation. The second will provide an overview of the technical aspects of dealing with export markets. Materials from WTO and FTA publications, briefing material from Canberra-based agencies and Austrade-developed exporting materials will be incorporated into the course.

Topics include:
- First Section:
  - Tariffs and Customs Regulation (Including Valuation)
  - Technical Barriers to Trade (Standards and Phytosanitary Regulations)
  - Trade Remedies and Other Ways to Address Unfair Competition
  - Trade-Related Aspects of Intellectual Property Rights
  - Rules Governing International Trade in Services
  - Settlement of Disputes in the WTO and FTAs
  - The Conduct of Trade Negotiations and How to Influence the Outcome.

- Second Section:
  - Why Export?
  - Assessing Export Readiness
  - Primary Steps to Export
  - Assistance with Exporting
  - Government Requirements of Exporters
  - International Trading Terms
  - Payment Methods and Role of Banks
  - Tariff and Non Tariff Barriers to Export
  - Risk Management
  - Critical Success Factors.
The Presenters

Andrew L Stoler is Adjunct Professor of International Trade and the Executive Director of The University of Adelaide’s Institute for International Business, Economics and Law (IIBEL).

Andrew Stoler served for three years as Deputy Director-General of the Geneva-based World Trade Organisation and is a retired senior official of the Office of the United States Trade Representative where he participated in dozens of international trade negotiations over a career spanning 27 years. He holds an MBA in International Business from George Washington University and a Bachelor of Science in International Economic Affairs from Georgetown University’s School of Foreign Service.

Andrew is the most experienced international trade negotiator in Australia today and personally negotiated aspects of many of the agreements which are the subject of this program. He is an invaluable resource for business managers, shareholders and governments to learn the rules of the international trade game and how to use these rules to their advantage.

Geoff Upton is an IIBEL Associate Expert and the former State Manager for South Australia for the Australian Trade Commission, Austrade.

Geoff has assisted Australian businesses in export markets over a long career including overseas postings with the private sector and with Austrade in Malaysia, Hong Kong and Thailand. He has established a joint venture in Malaysia and managed a trading company in Hong Kong. Geoff has been involved in vessel and air charter, managed a customs broking agency and was Executive Director of a body assisting companies win substantial export contracts. He has extensive operational, marketing and export training experience. He has led many trade missions and worked with the full range of Australian industrial, agricultural and service sectors to access export markets. His expert knowledge of the technical requirements of exporting, his long years of real-life experience and his hundreds of personal contacts around the world make him uniquely qualified to offer this program.

Learning Methods

The material is offered in a small group workshop style that offers extensive one-on-one interaction with the presenters. The participants will network during group projects to work through real-life problems, as they occur in most organisations. Participants will be challenged to demonstrate that they leave the course with a working understanding of the rules of the game for international trade and technical aspects of exporting.

Program Details

Dates
23 – 24 June, 2003

Fees
The fee for one participant is $1,095.
For group bookings of three people, the discounted fee is $2,792 (a reduction of 15%); for five people, the discounted fee is $4,380 (a reduction of 20%). This program is GST free.

Venue
Seminar Room, 3rd Floor,
233 North Terrace, Adelaide, SA 5000.

Accommodation (optional)
While this course is non-residential, accommodation at special rates is available at a range of nearby hotels.

Cancellation or Withdrawal
Should you need to cancel, the full fee will be refunded if written notification is received three or more weeks before the beginning of the program, after that time, a 25% cancellation or deferment fee will apply. If a booking is cancelled or deferred less than four working days before the beginning of the program, the full fee will be forfeited. A suitable substitute will be accepted in lieu of the original participant, up to the morning of the program, with no financial penalty.