

# GOEDUCATE 2017

Export Academy of New Zealand Ltd

## Export Academy 2017 Courses

The Academy is proud to be entering its tenth year of providing New Zealand Exporters with practical and strategic training in International Trade

### Popular Courses in 2016

We found the “in-house” series were the most sought after forms of course delivery last year, however, the public series were still popular in smaller cities.

#### Free Trade Workshops

There was a good demand for short (1 day) workshops on how New Zealand's Free Trade agreements affect Exporters in their market considerations and export documentation requirements. For those not completing the full workshop we offer a 3 hour overview.

#### China Training

The Academy/GoGroup has been selected by New Zealand Trade and Enterprise as one of four national educators in trading with China. For this reason a number of our training sessions focused on trade with the first and largest of our FTA partners. We can tailor this session to be relevant to you.

### 2017 courses

In 2017 the Academy will be taking bookings “ON DEMAND”. This means, provided it makes financial sense, we will travel to your site (or one near you) and deliver your choice of courses, workshops and modules.



Crafting and Building the Business of Export



**“Excellent presentation and delivery of topic. - Presenter has a huge knowledge and experience in the field and used industry specific reference so all participants could relate the topics back to their individual businesses. -Great resources and hand-outs”**  
**Wairarapa Course Sept 2016**  
**(NZTE website feedback)**

## What we Offer;

### International Trade Training

- 3 day series
- 1, 2 or 3 day workshops
- In house training
- One on one Mentoring
- Webinars

# Workshops

- **Free Trade Agreements (An Overview) -**

1 day full details all Free Trade Agreements and how to comply—\$900 OR

3 hour overview \$450

- **Customs PIN (Export)**

3 days \$2700.00

- **Letters of Credit**

1 day \$900

- **China Trading (Exports)**

**1 day course with practical help for Exporters to China \$900**

- **China Trading (Imports)**

1 day course with practical tips for Importers from China \$900

## Simplifying **Export Series**

The introductory series of 6 modules if you are taking our training for the first time. This is ideal for new or smaller exporters covering all elements of exporting you need or as a check list and refresher for those already involved in Export markets.

- **Incoterms** (a comprehensive discussion on all Incoterms and how you use them).
- **Export Documentation** (we examine all the major export documentary requirements).
- **Payment Terms** (The common terms used in International Trade and their relevance to your industry and business).
- **Compliance** (We look at the very intensive issues of compliance for exports from Customs through to Health, MPI and CITES).
- **Risk Management** (A checklist that your major risks in exporting have been considered and a discussion on the policies you have in place to deal with the risk).
- **Export Freight** (Often a mysterious component of the export process, we examine, Sea and Air freight and a couple of others to demystify that process)

*\$2,700 for the series or \$450 per three hour module.*

**REGISTER** at [www.exportacademy.ac.nz](http://www.exportacademy.ac.nz) or simply [click here](#)

## Workshops

The Export Academy of New Zealand has modularized its qualifications as the demand has been for short courses over the last few years.

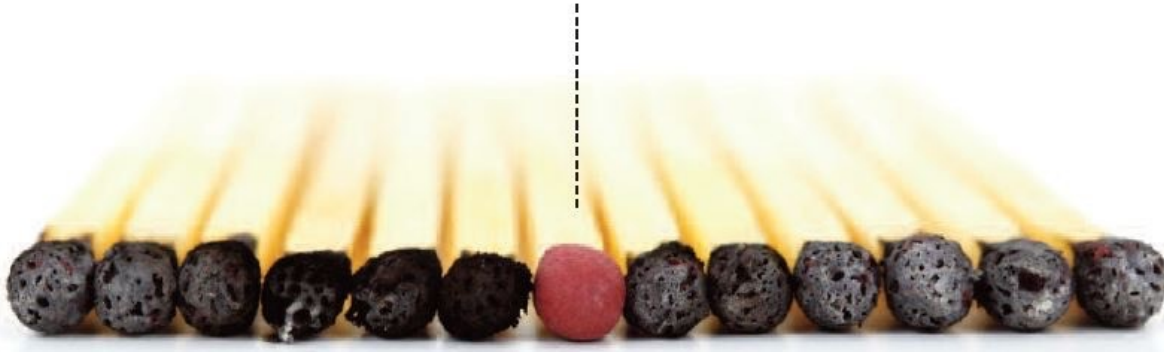
This is due to companies being “Time Poor” and the prospect of having an employee away for many weeks of the year is just not a luxury most companies can afford in the current environment.

Our tailored workshops are a combination of what we have taught over the last decade but specifically specialized for your company—discussing areas of Exporting that are causing headaches or you need to upskill on.

A classic example is a China Trade workshop

This would look at;

- **Export documentation and how to react to Chinese importer demands.**
- **A run down on the rules for both Chinese and NZ Customs and how to ensure you are complying in all areas.**
- **How to deal with such a large market and how to validate the market segment that suits you**



## Strategic *Exporter* Series

This series is a natural follow on from the simplifying [Export](#) series with specific concentration on the strategic positioning of your company and product to ensure you are winning in the Global Marketplace.. The strategic approach a company takes to procurement of services and goods involved in its total Supply Chain are the competitive edge required by companies operating globally and we provide you with the capabilities to ensure you own and use all the tools.

- **The Export Sale** (how do you contract with overseas buyers? This module allows you to look at the export sale in details and how you process and document the sale correctly for the downstream transactions to run smoothly).
- **Export Accounting** (Your chart of accounts should be different for Exporting than for domestic sales, how to account for export sales to ensure each job is reported as loss or profit).
- **Export Marketing** (a introduction to practicalities and culture in the international marketplace, market analysis, distribution channels and more).
- **Export Costing** (how to cost your products to either an ex factory or FOB point ensuring that you understand valuation of the pricing in line with Customs law).
- **Export Pricing** ( from the costing module we will show you practically how to price from ex factory to CIF and as far as DDP. This module will help you cost freight and other transport factors into you offerings).
- **Strategic Freight** (should we use a forwarder or complete our own freight? How do we know if the rate is competitive, should we use one line or multiple?).

Series \$2,700 or \$450 per three hour module.

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# Export Mentoring and Advisory

Haven't found what you need in our training and workshop offerings?

We can tailor our services to your needs. We can simply undertake a Supply chain review or an "Export Health Check" to see if you are ticking all the boxes and offer practical steps on how you can add important components or improve on your current methods.

If you have specific areas of International Trade that you need assistance with just ask us and we will be happy to give you an estimate of time and our fee. We can tailor our advice to your unique situation.

## Our services qualify for funding

All of our training and increased capability advisory services qualify for funding under the Regional Business Partner Voucher scheme. The fund provides you with the funding by issuing a voucher for the training or advisory services but you will need to firstly contact a Regional Business partner to be assessed. We can point you in the right direction just call or email.

## Our Registration Process

We try to simplify the registration process for our courses. Simply click the link below for registration of any combination or single module.

If you need help with your funding process (please note we do not provide the funding) just email us at [info@gogroup.co.nz](mailto:info@gogroup.co.nz).

## Tailor our Training to suit your needs!

Remember we supply "ON DEMAND" training to suit you!

If you would like to reserve a particular month for your in-house training or simply want us to deliver our courses in your area in a month suitable to you, **now is the time to let us know and we can lock it in for you.**

email us at [info@gogroup.co.nz](mailto:info@gogroup.co.nz). Or [info@exportacademy.ac.nz](mailto:info@exportacademy.ac.nz)



## Contact Us

Give us a call for more information about our services and products

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Visit us on the web at

[www.exportacademy.ac.nz](http://www.exportacademy.ac.nz)

[www.gogroup.co.nz](http://www.gogroup.co.nz)

Simply click this link to register your interest in any courses or training >> [Register](#)

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