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Securing Maritime Trade

The international trade industry has become acutely aware that any interruption in the flow of global shipping would have a sustained and debilitating effect on the world's economies. The days of ships sailing freely in and out of a nation's ports are now a part of history. The honor system of carriers announcing their arrival and disclosing their cargo is being replaced with high profile, high-tech security measures.

Industrialized nations rely on shipping, with many countries completely dependent upon it, such as South Korea, who relies on shipping for 99.7% of its imports and exports. Countries whose economies are particularly dependent upon sea container transit – like the Netherlands, Singapore, or Japan, would be profoundly impacted by a major security breach that would bring the shipping industry to a dead stop.

Global cooperation is also becoming the hallmark of this new era. Consider the plan offered by the United Nations, where new international standards for container inspection, worker licensing, sea marshals, and a system for tracking ships at sea are being suggested.

The United States is promoting a reversal to worldwide shipping procedures altogether. According to

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Best Practices in Logistics

Modern logistics has moved beyond bar codes on containers and tracking shipments by computer. The best performers are investing in highly integrated systems across internal and external supply chains. The investment in IT creates greater transparency and integration.

Basic operational IT applications are no longer a competitive advantage for Logistic Service Providers (LSPs) or their customers. The greater percentage of all shippers use planning and scheduling software known as enterprise resource-planning (ERP) systems, and most have warehouse management systems as well. Almost all LSPs use bar codes and warehouse administration systems, as well as some type of tracking and tracing systems for their transportation networks.

What separates the high from the low performing LSPs in warehouse management operations is a greater IT emphasis on vehicle management. Top performers are using prescheduled and dynamic dock scheduling, the real-time routing of trucks and forklifts to different

gates of a warehouse. Automatic picking, the programmed retrieval of goods from a warehouse, is also more common among top performers.

The use of order management IT also sets the top performers apart. For efficiency, shippers are using links called electronic data interchanges (Edits) to handle orders and to send customers or LSPs relevant information.

As for the handling of orders, there is greater stress on transparency in processes such as automatic capacity checking, monitoring of orders, and maintenance of quality control. For those industries whose logistical needs are complex, internal networking across departments is closely linked to success connecting sales, logistics, and production.

Outsourcing tasks such as warehousing and transportation to LSPs provides shippers with higher operational effectiveness as well as labor costs that are 20% to 30% lower. There exists a strong reluctance to outsource the operation and management of the integrated parts of the supply chain.

Source: *The McKinsey Quarterly* 2000, no.3

New Technology Secures Cargo in US Ports

The U.S. Department of Transportation's Intelligent Transportation Systems (ITS) has announced the successful completion of a test of electronic seals (E-Seals) that will help to secure cargo containers entering ports and border crossings throughout the country.

The E-Seal is a radio frequency device that transmits shipment information as it passes reader devices and indicates if a container has been compromised. The project was designed to track commercial in-bond container shipments from their point of inspection at seaports, along trade corridors, to their port of clearance at U.S. land border crossings.

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A Future Look at Global Logistics

Notes from the Executive Director, Dr. Donald Burton

What will global logistics look like in another twenty years? "Seamless integration" seems to be the direction it is heading. When I mention this to different groups, I get mixed comments. This may lead you to ask why. Depending on where you are on the technology curve, the term means different things and has a vastly different impact on your business. Even large companies that are at the leading edge of utilizing logistics technology – advanced computer programs, automation (including robotics), laser scanners, and satellites – are not seamless and have different definitions of what seamless might be. The challenge facing the industry is to integrate the supply chain technologically, having the flow of information, knowledge and developed skills available throughout the logistics channels and beyond.

Before this integration can begin on the massive global scale required, all members of the supply chain must be educated to a higher common standard. Companies that appreciate and share a common integrated view of technology, one that spans beyond themselves and includes all aspects of the supply chain, will be the winners of the industry consolidation that is sure to come.

Maritime Trade con't

U.S. Customs Service Commissioner Robert Bonner, inspecting containers at their point of departure rather than the point of arrival could better prevent disasters from occurring.

The key to implementing such security is persuading the nations overseeing the top ports, such as China, Taiwan, Singapore, Holland, Germany and South Korea, to allow multinational inspectors at their ports. The United States stations its own customs officials at several ports already, including Beijing, Hong Kong, and Shanghai, but these officials act only as liaisons and do not inspect outgoing cargo.

With the stakes so high, and the processes becoming more time-consuming, efficiency in cargo inspection is also becoming increasingly necessary. The technical requirements for cargo inspection are more complex than for other inspection systems, such as baggage at airports. There, inspection is only to detect explosives or weapons, anything else in the baggage is of less concern. But in cargo inspection, the objective is to

detect anything that does not conform to the declared manifest. Ordinary objects like electronics and computers may be okay in one container, but not in the next as per their manifests.

Many ports already possess sophisticated X-ray and gamma ray screeners that can view a container's contents without having to open the container and search by hand. U.S. customs agents utilize hand-held radiation detectors so sensitive that they can detect radiation levels even in human beings undergoing cancer treatments, as was the case for one gentleman crossing from Mexico into the U.S. The U.S. is even considering a radiation detector that could be mounted on the crane of a shipping container, so that containers can be scanned during on-loading or off-loading.

The securing of maritime trade has become a global priority, one that must balance sovereignty and efficiency with security. It's a new chapter for maritime trade.

chapter for maritime trade.

Sources: Bio-Imaging Research, Inc. <http://www.bio-imaging.com/cargo/cargointro.html>, and Business Week Magazine, http://www.businessweek.com/magazine/content/02_13/b3776098.htm



Expansion Despite the Squeeze

Lynden Air Freight is a well-known name in the domestic and international freight forwarding industry. With over 50 offices throughout the world, Lynden focuses on fast and responsive customer service promoting consistency, reliability and competitiveness. Such claims are becoming increasingly more difficult to deliver in a world complicated by higher customer expectations and tighter security requirements.

Paul Till and David Coles, Lynden station owners in Phoenix, Arizona, claim that their operations are feeling the squeeze. "Outsourcing has become a necessity to stay competitive," says Coles, "making collaborators more like business partners."

Both Till and Coles agreed that the most significant change for Lynden has been the implementation of the "Known Shipper" requirement. With the burden falling on the forwarder, Lynden must verify that all cargo is either from a verified shipper that was known prior to September 1, 1999, with an active account showing 24 shipments since that same date, or failing that qualifier, has been visited by Lynden and undergone a thorough certification process. Falsification of certification is subject to both civil and criminal penalties.

Additional paperwork, site visits, and limitations on flights - since only non-passenger, cargo flights are useable, takes time away from normal operations, restricts options, and slows the process. "The new requirements definitely hamper the servicing of new customers," says Coles, "we can't move as efficiently as before." With this new framework in place, customer loyalty reigns supreme. "Customers' demands drive the service", he added, "but customers assume more

of the responsibilities like attaching labels, and new technologies such as bar coding and real time scanning also help."

Despite the newer constraints, and additional security costs since September 11, Lynden maintains a strong presence in the U.S., Micronesia, Canada, Brazil, Mexico, and Kazakhstan, and is capturing market share in the fast growing markets of Vietnam, and Russia. In fact, Lynden is one of only a few forwarders with operations in Moscow.

Technology con't.

The E-Seal technology can also facilitate border clearance activities and commercial vehicle enforcement. The potential benefits to freight carriers include greater accuracy in manifest information, reduced paperwork, improved port and Customs clearances, and opportunities for shipment tracking.

The E-Seal project is part of a 2 ½ year effort to improve security, safety and efficiency of freight movement through the deployment of new intermodal freight technology leading to the development and installation of a nationwide container security system

Source: U.S. Dept. of Transportation,
www.dot.gov/intermodal

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Focus On: Asia

Port of Singapore Sets the Standard

Giving Hong Kong a run for its money, the tiny island nation of Singapore is determined to become Southeast Asia's top logistics hub. By far the world's busiest and largest container port, the Port of Singapore handles 250 shipping lines with connections to 600 ports in 123 countries. At any one time, some 800 ships and 150,000 containers are in port, with a vessel arriving or departing every two to three minutes. Singapore's strategic location at the crossroads of major shipping routes, and its state-of-the-art port facilities, have given it a tremendous competitive edge, but the port's high level of computerization is far and away its single best advantage.

CITOS[®], or Computer Integrated Terminal Operations System, is the backbone of the Port of Singapore. CITOS plans, tracks, and controls the operations of every container, driver, prime mover, crane, and ship that moves, drives, stores or calls at any one of the four terminals. CITOS enables the port to extend the exceptional service of client 'catch-up' for vessels that need to make up lost time due to poor weather or other unexpected delays.

PORTNET[®], the world's first and only B2B system that electronically links the shipping community to the port, allows shipping lines, carriers, freight forwarders and shippers anywhere in the world to book berths, track vessel arrivals and departures, check status of containers in transit, look up temperatures of reefer containers, and send electronic declarations to government agencies without filling or handling hardcopy documents. PORTNET has over 7,000 users and generates over 70 million transactions a year.

Source: CIO Magazine, www.cio.com/online/022802 and the Port of Singapore Authority, www.psa.com.sg/general/ar2000

Today's Philippines

Marketing Filipino Services Globally

By Forte Gerardo, IIEI Global Advisor

The Philippines of the 21st century is a national economy vastly different from the agrarian country the world knew in the 1900's. The Philippines has proved itself to be among the most resilient of Asian nations in terms of contending with successive mega-waves of natural, political, economic, and technological fluctuations. Its dense population of 77 million enjoy a literacy rate well above 90%.

Statistically, the Filipinos have a GNP per capita of a little over US\$1,000, but measured by the more realistic purchasing power parity scale of the World Bank, their true buying power is about 4 times that amount. That places the Philippines at the threshold of the "middle income" group of nations.

Filipino leaders tout that theirs is an economy no longer in need of IMF financial assistance. In May of 2002, Fitch, the London-based international rating agency, gave the Philippines a 'stable' grade largely due to its government's ability to manage its finances rather well. They say the political, financial and agro-industrial fundamentals of the country have come through and revealed themselves to be sound and at this time "bankable."

You may need to review your perceptions of the Philippines, and re-examine the appropriateness of your approaches towards its markets if you are to maximize your own opportunities there. Today, more revenues are derived not from its primary or secondary industries, but from its tertiary or service industries. By far its most unheralded industry is the training and exportation of Filipino industriousness — its precious human resource.

Some 8 million overseas contract workers in the Middle East, Africa, Europe, North America, and the "tiger nations" of continental Asia send back about 6 Billion U.S. Dollars of their earnings each year. Their remittances have buoyed the

government treasury and enabled it to withstand the global economic gyrations, including the 1997 Asian financial meltdown.

Filipinos have invested their talents and labors in the domestic technology industries such as computer components manufacturing, programming services, and software development vital for the telecommunications, aerospace, entertainment and "virtual" education industries. The country has become the favorite "back room" and "call center" sites of such trans-nationals as FedEx, UPS, Timex, Microsoft, and large health care companies.

One of the strongest assets parlayed by the Filipinos is their ability to communicate in English, and to utilize this skill to deliver critical services, most notably in nursing and medicine, and to understand and handle new technologies. In other words, investors and traders are looking to the Philippines today, not so much for what its land and natural endowments offer, but what its human resource can yield.

Perceptions about the Philippines are changing. World press, which has portrayed the first Asian nation to become an independent republic and adapt free market systems, as a wild frontier of lawlessness and political adventurism. The Philippines is now being viewed as a newly industrialized country with numerous opportunities in many industry sectors, including mining of precious metals, gas and oil mining; healthcare; internet-based and non-formal learning; bio-scientific developments in agri- and aqua-culture; sea, air and terminal ports development.

Auxiliary services such as supply logistics, financing, e-commerce; and the provision of consulting expertise to aid national leaders and executives in the

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CHARMING THE DRAGON: GLOBALIZING YOUR BUSINESS WITH CHINA

by John A. Caslione,
President and CEO, Andrew Ward International Inc.

Doing business in China is a tremendous challenge for anyone, and especially those from a western culture. It is often stated that, “there are many companies doing business in China, but very few are actually making money in China.”

The greatest part of this problem is certainly the cultural divide that exists between Anglo-Saxon thinking and Occidental thinking. It seems to be even more problematic for those of us from the United States. It is also often times stated that, “the business of America *is* business.” Our culture here in America is no doubt centered more upon business than any culture in any country on the planet, with the possible exception of an emerging China.

In so many ways, the Chinese culture is as far away from the American culture as one might find, notwithstanding fundamentalist Muslims. At the same time, at the very foundation of both cultures lies an intense sense of pragmatism, even though Americans and Chinese come to their own brand of pragmatism from very different directions. There is, however, ample common ground to be found between these almost polar cultures that can be nurtured over time to yield abundant opportunities for both. This is especially true when American and Chinese pragmatism overcomes any underlying ideology that each possess.

More and more, Chinese lifestyle in the major business centers looks remarkably more western than traditional Chinese. This is just one of the many examples of the brand of

Chinese pragmatism that allows a separation between culture and lifestyle in China, just as the American brand of pragmatism freely allows America to enjoy a relative calm coexistence in its separation between church and state.

Despite the tremendous cultural divide existing between these two countries and their respective cultures, there is an even greater underlying dimension to each that binds them more than their shared penchant for pragmatism over ideology. In the not too distant future, a potential connection exists to link the United States to China even more than even the strong historic bond that exists between the US and Europe. This transition has already begun as the face of the “typical” American is rapidly changing with the growing dominance of Hispanics and Asians in America today and in its future. The historic connection we’ve always known because of our European roots will continue to diminish at an increasingly accelerated rate in this new century.

These two unlikely peoples from the US and China may be on a collision course for what could be the most dramatic and far-reaching transformation of the global economic landscape in the history of the modern world.

The United States is unquestionably *the* leading superpower in the world today. By any measure, whether it is economic, military and political, the US far out ranks any and all countries on

the planet. Its influence, and even its dominance, over the global landscape cannot be challenged by any one country or even any group of countries today.

China, with its 1.3 billion people, on the other hand, is *the* inevitable superpower of tomorrow, possibly even matching and surpassing the US in the second half of the twenty-first century. All that is needed is time, and less time than many people may actually believe.

Two global superpowers – one firmly established in today’s world and in the foreseeable future. The other, the inevitable superpower

THE INEVITABLE SUPERPOWER OF TOMORROW

of tomorrow, is forging its rightful place on the global center stage just a few years from now. Those

enlightened few business people who truly understand and embrace a shared global manifest destiny with China, and are willing to deal effectively with China, rather than to fear its determined and powerful future, will find many opportunities.

Instead of dreading China’s invasion of the rest of the world with its potentially awe-inspiring and insurmountable competitive advantages, businesses should be helping *to take China globally as partners*, and not wait to engage them as future competitors. Regardless of how China may be categorized, the industrialized world needs to keep China *closer*, and in fact, we need to keep China *as close as possible*.

John A. Caslione heads an international marketing & sales organization, assisting companies in developing global business strategies. Contact him at JACASLIONE@aol.com



Trade Talk with Tom

Dear Tom-

"I own a small trading company in Texas. It seems like all the documentation and regulations are becoming more and more complicated and I have difficulty hiring people with this knowledge. I've considered outside training, but worry that once I pay for their training, they will leave for better positions. What are your thoughts or experiences on this?"

-Michael B., Brownsville, TX

Dear Michael,

I think it's more important to consider what you might gain and not what you might lose - like well-trained employees who enjoy job satisfaction and a sense of worth from your investment in them.

Certainly it's hard to compete against higher wages, but survey after survey tells us that pay is not the only variable under consideration when an employee contemplates whether to stay or go. Obviously benefits and extra perks are considered, but how about the overall work environment and career advancement?

Training not only benefits the company, but demonstrates to the

employee what the company expects.

Mandatory training works best with lower level functions and topics that need periodic updating. Fortunately, lower level training is usually less expensive, limiting the financial risk of new employees. With more technical challenges, give employees the opportunity to rise to the challenge and support their effort in any way possible. Combining training options with career advancement opportunities is one way to maximize employee retention. Employees who opt for higher-level training indicates initiative on their part, and can help to identify an employee worth keeping.

IIEI Nigerian Chapter Elects Officers

Under the leadership of Obiora Madu, the IIEI National Nigerian Chapter is moving full steam ahead in its activities. May elections identified the following officers for the African trade club, Mr. Godswill Eze Ebubeogu, Vice President; Mr. Michael Jegede, Secretary; Ms. Sola Oladele, Treasurer; and Mr. Ganiyu Odusanya, Corporate Office Representative.

In addition to the officers, the membership committee chaired by Mr. Michael Jegede will consist of Mr. Patrick Aboje and Mr. Femi Taiwo. The education committee will consist of Mr. Godswill Ebubiogu as chairman, Mr. Adekunle Adetunji, and Mr. Ebenezer Omisakin.

Mr. Chris Amadi, former depot manager for the Nigerian Railway Corporation and lecturer for the Certified Institute of Shipping and Institute of Aviation Management, presented "Transport - An Aid to Logistics and Physical Distribution" to the assembled Chapter members.

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Philippines

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deployment and management of military and civic instruments needed in 21st century socio-democratic and free market-driven governance are also in demand.

Fortunato J. Gerardo is Managing Director of the Filinter Group Trading Co. Ltd. (www.filinter.com) in Aurora, Ontario, Canada and a native son of the Philippines. His extensive experience includes foreign market development, financing, and forwarding arrangements for minimizing risk in worldwide trading.

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IIEI Welcomes Abbott Laboratories as Newest Corporate Member



Founded in 1888 by the young Chicago physician, Dr. Wallace Calvin Abbott, Abbott Laboratories has grown into a diversified health care company with operations in more than 50 countries and product sales in more than 130. Abbott Laboratories has over 70,000 employees around the world.

Building leadership and combining strengths in the areas of pharmaceuticals, nutritionals, hospital products and diagnostics has enabled Abbott to provide total, integrated

solutions across the health care spectrum for some of the world's most prevalent medical conditions, including AIDS, cancer and diabetes.

Headquartered in north suburban Chicago, Abbott established its first international affiliate in Montreal, Canada in 1931. Abbott was one of five pioneers in the United States to start commercial production of penicillin in 1941. Abbott Laboratories has since evolved into a health care company that discovers, develops, manufactures and markets innovative products and services that span the continuum of care – from prevention and diagnosis to treatment and cure.

New Interns Welcomed

Commencing a 12-month internship in June, IIEI welcomes Jules Cumberbatch of Wilmington, Delaware; Michael Esserman of Frostburg, Maryland; Miriam Jorge of Ponce, Puerto Rico; and Michael Richardson of Forked River, New Jersey. IIEI sponsors a global internship program available to any IIEI member. For more information go to <http://www.expandglobal.com/Membership/Internship>.

Hats Off

IIEI offers its congratulations to Lisa Xinos, CITP, on her recent promotion to Import-Export Officer for Honeywell's Space Systems. In addition to her responsibilities for Honeywell, Ms. Xinos is one of IIEI's expert instructors, teaching the popular online course, "Documentation for the Global Village".



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