



# IIEI's GlobalWatch™

The International Import-Export Institute ~ P.O. Box 11378 ~ Glendale AZ USA 85318-1378

FALL 1997 VOLUME 1, ISSUE 3

## The International Import-Export Institute

When the phone rings at The International Import-Export Institute (IIEI), it is often someone who has just heard about us and wants more information. What do we do and why do we do it? Generally to answer their questions we send them a brochure. Here is part of what it says.

IIEI was established to:

- ◆ *Create an internationally recognized certification body to certify the proficiency of import-export professionals.*
- ◆ *Provide standards of excellence in the field of export management.*
- ◆ *Meet the growing need for knowledgeable export professionals.*
- ◆ *Fulfill the need for standardization of export terminology and procedures.*
- ◆ *Provide members with an interface to international, federal, state & local trade organizations.*

- ◆ *Keep members in touch with the latest world trade events through newsletter, journal and on-line services.*
- ◆ *Develop a strong network of export professionals.*  
Usually the next time we hear from them is when we receive their membership application. Thanks for the vote of support!

### ***NOTES FROM THE DIRECTORS...***

Since our last newsletter activities at IIEI have taken on new proportions. On June 12th our web-site went on-line. It doesn't sound like much, but it affects just about everything we do here at IIEI. Now members don't have to call long-distance from their foreign country to communicate with us. That is now handled, for the most part, via e-mail. Many of the inquiries that historically came to us through the U.S. mail, seeking forms, applications and other information, now are on-line at our web-site.

Everyone here has had one thought in mind over the past three months— make our web-site meet our member's needs. As a result, our site is set up for ease of use, starting with our main page.. All of the major topics of interest are listed, from certification to internships to testing dates and on to international resources.

IIEI Resources takes you to literally hundreds of important international and domestic web-sites. Almost every country is represented, listing government and private web-sites. We know that the growing list of sites make it difficult to navigate the web to find information. We think you will find the way information is organized to be very helpful. If you know of a site we should list, please let us know. You can do that on-line simply by clicking

on the IIEI Webmaster icon. The reactions thus far to the IIEI Resources section have made our researchers feel that their countless hours were justified. Let us know what you think. We are here to serve you!

Interest worldwide in forming IIEI Chapters has seen a marked increase due mainly to the on-line availability of information to our global audience. New policies make forming a chapter much easier. We now have a department that assists with the formation of chapters. Having an IIEI Chapter active in your area will greatly increase the international awareness in your community. Go on-line and see how easy it is to form your own IIEI Chapter.

Great news. Check out the article on the special subscription discount offered to IIEI Members by the World Trade Magazine. The savings are tremendous. The savings even applies to those of you outside the U.S.

I have run out of space to tell you of all the exciting, positive changes here at IIEI. The best way to see the changes and the value of our web-site is to come visit us at:

**<http://www.intlimport-export.com>**  
and keep going global!



# Local Chapters

Each issue, we will highlight the newest chapters, or those are instituting interesting programs to meet their needs locally.

This issue, we are proud to announce that the Phoenix Chapter of IIEI is nearly ready to have its first general meeting. This chapter was formed to accommodate the large number of Phoenix area international trade professionals who are certified.

The organizational committee includes: Shar Moore, Julie Abbit, Bobby J. Griffith, Massimo Paolillo, and Bob Irons. Those that would like to attend the upcoming meeting to be held in the Phoenix, AZ area are urged to contact Shar Moore via e-mail at: [smoore@intlimport-export.com](mailto:smoore@intlimport-export.com)

We have had recent inquiries about starting local chapters from: Malaysia, Cyprus, Lithuania, India, Ecuador, China and Canada to name a few. Why not start a local chapter in your area. Online click Memberships then Chapters for details.



# Internships

IIEI's Internship Program is growing! Interns are receiving their assignments in a wide variety of areas. If you are currently an IIEI Member, you are eligible to become a part of this exciting program. In many instances, you can perform your internship duties online (from your home or business) or in your community. For more information and an application, simply write to:

John Granillo, Director of Interns  
c/o IIEI

P.O. Box 11378

Glendale AZ 85318 USA

or online at: <http://www.intlimport-export.com>

## IIEI JobNet is now Online

Members seeking employment can now post their resume and job interests to a worldwide audience. Go online to our site and then click RESOURCES then JOBNet and then SUBMISSION REQUIREMENTS. It is easy and it is FREE to members!

*Article Review* Business America Jan 1997, "Paving the Way for Exporters Into the 21st Century" by Sandra Yacura, US Dept. of Commerce, which can be found at <http://www.ita.doc.gov/bizam/netlinx.html>

# Exporting on the Web

This article provides a basic overview of the abundance of information that is now available to the global business community via the Internet. Long before the first page is read completely, the reader realizes that this is an excellent reference guide.

The information provided not only discusses the type of information to be found, but the site address and how the site is

linked to other sites. It gives the reader the feel for the depth of information out there.

Although the information does not go into how to use the Internet specifically, it does not go over the head of the inexperienced user. In its six page length, it explains some of the mechanics of how to do various things and where to look up information. Such as how one might find the

National Trade Data Bank useful.

To keep the readers interest and not be too dry, scattered throughout are little facts about the global marketplace, such as that U.S. exports to China increased by \$2 billion.

The real value found is the logical detailing of important web-sites and their use. I suggest you go

A publication of  
**The International Import-  
Export Institute**  
Glendale, Arizona

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# Special Offer

Among the benefits of IIEI membership are the discounts other organizations afford our members. The World Trade Magazine has made a special offer to our domestic AND international members: a \$10.00 discount off of the regular rate. That means that for members residing in the U.S. the annual subscription is \$14.00 and outside the U.S. the rate is \$40.00. A terrific deal!

To receive this special pricing, you must be an IIEI Member ..... If you are not a member yet, now is a good time to complete your application (see page 6) and mail it today.

Mail Subscriptions to: World Trade Magazine, PO Box 3000, Denville, NJ, 07834-3501 USA, or fax to: (714) 798-3501



Bob Irons, CEP and Caulyne Burton have completed the IIEI web site. Bob will serve as IIEI's Webmaster. This site allows members worldwide access to IIEI's resources.

\*\*\*

John Chavez, CEP, has recently started Chavez Trading. IIEI wishes him the best as he begins his own import/export business.

\*\*\*

If you know an IIEI member who has recently made a career change, received a promotion, or accomplished a notable task, give them a round of applause via IIEI's GlobalWatch. Send the information to:

*IIEI Applause*  
P.O. Box 11378  
Glendale, AZ 85318-1378  
USA or e-mail:

applause@intlimport-export.com  
or fax to: (602) 561-2581

New Column Starts next ISSUE:

## **GLOBAL ECONOMIC OUTLOOK for International Trade**

By Dr. Andrew Sherbo  
Nova Southeastern University

## **Sponsorships Now Available**

The wait is now over of those companies wishing to become IIEI Sponsors. There are four sponsor levels to choose from: Gold, Silver, Bronze and Local.

Each level provides different benefits. Pick the one best for your organization. Go Online to our website for complete details. Click SPONSORSHIPS on the main page. OR e-mail Shar Moore, Director of Sponsor Relations, at: smoores@intlimport-export.com or call (602) 561-1793.



**Remember!**  
**March 21, 1998**  
is the next worldwidel testing date.  
The registration deadline was December 20, 1997.

# Technology Corner



IIEI is applying technology in several ways. Very soon we will be announcing working agreements with colleges and

universities to offer on-line courses that will prepare candidates for certification. The next step for IIEI is to assist these schools in developing specialized undergraduate and graduate degree programs focusing on the fields of Import/Export. Unlike current offerings these programs will be much more hands-on, preparing students for the operational duties associated with international trade. These programs will also lead to certification.

What is an on-line course? On-line learning offers the chance to complete studies using your computer as a means of communicating with your instructor and fellow students throughout the learning process. The curriculum is designed specifically to be facilitated via computer. One of the many benefits of this on-line approach is that you can “attend class” at any time during any 24 hour period that is convenient to you. This is referred to as “asynchronous education.” You and the instructor do not have to be on-line at the same time, so the program lends flexibility in how your education is scheduled around family, work and other responsibilities.

Continue to watch this column for the details or monitor our web-site for the latest updates. See you on-line!

## *Congratulations*

Newly Certified IIEI Members:

### *Certified Export Professional*

Diana Betancourt  
Royce Brown  
John Chavez  
Gary Clay  
Catherine Gringals  
Larry Krieger  
Candice Masterson  
Mark Molnau  
Cynde Polenick  
Betsy Serrano  
Bob Zdvorak

### *Certified Export Manager*

Julie Abbit  
Katherine Hopeman  
Massimo Paolillo

Would you like to comment on or contribute to IIEI's GlobalWatch?? Send all newsletter related correspondence to:

Newsletter Editor  
c/o IIEI  
P.O. Box 11378  
Glendale AZ 85318-1378 USA  
Telephone: (602)561-1793  
e-mail: [info@intlimport-export.com](mailto:info@intlimport-export.com)

# ◆ Products and Services ◆

## Bonny Carney

### The Value of Certification

Professional certification by a reputable organization assures everyone doing business in a particular field that the professionals with whom they are dealing have achieved a certain level of proficiency. Generically, certification is the act of attesting, in writing, that a person has achieved and demonstrated a certain standard of excellence in a particular field. Hundreds of professional fields have a certification process. Some common certifications with which most people are familiar are Certified Public Accountants (CPA), Certified Financial Planners (CFP), and Certified Claims Adjusters (CCA). There are many others.

The International Import-Export Institute (IIEI) was established to certify the proficiency of international trade professionals because this field is special and constantly changing. The procedures, processes, and especially terminology, are unique and critical to the smooth flow of products and services across international boundaries.

With the assistance of many international trade

professionals, IIEI first developed standards and criteria by which to judge one's competence, and then compiled comprehensive exams which allow candidates to demonstrate their personal achievement. To ensure continued proficiency, recertification is required after either three or five years, depending on the level of certification.

IIEI provides four levels of certification: Certified Export Specialist (CES), Certified Export Professional (CEP), Certified Export Manager (CEM), and Certified Export Training Coordinator (CETC). Each category is distinguished by various levels of mastery of the required bodies of knowledge (BOK), the scope of the certification examination and the years of experience required. (See page 6 for the particulars of each level of certification.)

Obtaining IIEI Certification is not easy. It requires many hours of study and effort to pass the examination. Employers know this. That is why IIEI gets inquiries from companies seeking IIEI Certified professionals. The list of market leaders that have IIEI Certified professionals is impressive, and it is growing. Maybe its time to consider making this important investment in your career.

Prove your proficiency to the world, become certified. You are not the only one who will value



I'd like to join IIEI !!

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Apt. No. \_\_\_\_\_

City/ State/ Country/ Zip: \_\_\_\_\_

School Affiliation (in any): \_\_\_\_\_ Phone \_\_\_\_\_

#### Membership Fees

\_\_\_ Individual \$ 40

\_\_\_ Student \$25

\_\_\_ Corporate \$ 450

#### Payment Method:

\_\_\_ Payment enclosed (Payable in US dollars only.)

\_\_\_ Check Enclosed (Outside the US must use money order)

\_\_\_ Charge Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_

\$ \_\_\_\_\_ TOTAL ENCLOSED

Make Payable to *International Import Export Institute*

Charge my \_\_\_ MC \_\_\_ Visa \_\_\_ AMX \_\_\_ Discover

Name on Card \_\_\_\_\_

signature \_\_\_\_\_

Mail to: ATTN: Membership  
International Import-Export Institute  
P.O.Box 11378  
Glendale, Arizona USA 85318-1378  
Credit Cards may FAX completed form to :  
(602) 561-2581

# IIEI Certification Requirements

Because certification is the reason we were created, members have requested that we include the current, full requirements for the different levels of IIEI certification.

## Certified Export Specialist

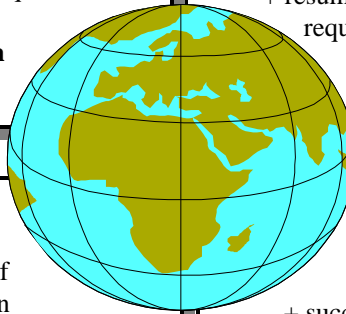
- + successful completion of the exam
- + specializing primarily in one aspect of import/export operations. 3 Specialties: logistics, documentation, or financing
- + no letters of recommendation required.
- + no resume required

**The entry-level to certification when no specialty is chosen**

## Certified Export Professional

- + successful completion of the exam
- + involved in many aspects of import/export.
- + requires mastery of entire international arena
- + two years international work experience
- + resume and two letters of recommendation required

**The Seasoned Professional**



- + successful completion of exam
- + involved in the management of all import/export functions within a firm, including strategic planning and market development
- + five years work experience in the field
- + resume and three letters of recommendation required

## Certified Export Manager

## Certified IIEI Instructor

- + successful completion of the exam
- + a person trained and certified by IIEI as an instructor or/ and instructor trainer

## Certified Export Training Coordinator

I'd like more information!

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ Apt. No. \_\_\_\_\_  
 City/State// Country/ Zip: \_\_\_\_\_  
 School Affiliation (in any): \_\_\_\_\_ Phone \_\_\_\_\_  
 e-mail Address: \_\_\_\_\_

Send me more information about:

- Certification
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For FAST answers to all of your questions, visit us on the World Wide Web at:  
**www.intlimport-export.com**

Mail to: Customer Service  
 International Import-Export Institute  
 P.O.Box 11378  
 Glendale, Arizona USA 85318-1378

# IIEI Foundation

Many people know that most activities of The International Import-Export Institute are purposefully provided in a NOT-FOR-PROFIT venue. What they don't know is that much of this is the result of the IIEI Foundation. It was formed separately by IIEI as a non-profit entity specifically for this reason.

*To serve as a beacon of light in the international arena, supporting the development of socially responsible, educational efforts focused on improving international trade relations amongst the global village.*

The challenge the foundation faces is daunting. Trying to make a difference on a global landscape is beyond what most people would say is realistic. However that is exactly the task facing the foundation. Just like the Institute itself, the IIEI Foundation is still very young. It is taking its first steps slowly, cautiously in pursuit of its mission. Ahead the IIEI Foundation envisions one incredible, harmonious global village of international trade. If this is going to be a reality, the foundation has its work cut out for it.

The funding of the foundation comes from the IIEI test-fee dollars. For every test taken, IIEI forwards a percentage of the profits into the foundation. By taking the test, individuals are not only helping their careers, but they are helping to promote the efforts of the foundation.

## IIEI TESTING CENTER SOLICITS YOUR INPUT...

The most important way for IIEI to remain current on the topics and issues in our industry is through the input from our members. If you have a new issue (or just new to you) or a topic that has come to your attention or a new twist to an old problem, we would like to hear about it.

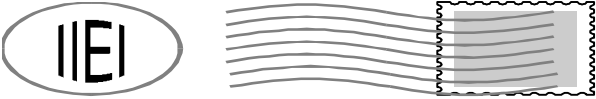
From this input our testing center constructs the test questions on future exams. Short stories (three to four paragraphs in length) highlighting the problem are what they need most. Also be sure to let us know how

## Norwest Bank Vice President accepts nomination to IIEI Advisory Board

Mr. Gil Rotstein, Vice President of International Banking for Norwest Bank Arizona, N.A., will sit on IIEI Advisory Board. In this volunteer capacity, he will help steer the testing efforts of IIEI certification programs to insure that banking and financial issues meet high standards and are adequately represented in the examination process.

Mr. Rotstein has over twenty years experience in the international arena.

**Premier of IIEI Journal Date Set**  
The first issue of IIEI's journal, Journal of Practical Global Business,<sup>(R)</sup> is scheduled to premier Summer 1998. Academically sound articles that offer a practical approach to international business matters will be the central theme of the publication. Interested parties, who would like to have their articles considered for publication in this refereed journal, should CONTACT Dr. Marlene Bedore for submission requirements. The deadline for receipt of articles is February 10, 1997.  
e-mail inquiries:



Know someone who should be added to IIEI's mailing list? If so, just have them fill out the slip on page six for more information.

And thanks for helping us get the word out about IIEI!

you solved the problem. Everyone has a favorite "story" about a real problem they have faced. These incidents are used in the story question section of the examination. It is critical that we have a continual flow of new stories that come from you! Only through the injection of real-world experiences can we validate our tests.

Submissions can be e-mailed to:  
**testcenter@intlimport-export.com**  
or mailed to: Test Center  
International Import-Export Institute  
P.O.Box 11378, Glendale, AZ 85318 USA

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