



# IIEI's GlobalWatch™

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

Winter 2000, Volume 3, Issue 1

## The International Import-Export Institute

### Several Certification Designations Renamed

To keep pace with the ever changing needs of the international trade arena, IIEI's Certification Board voted at their January meeting to rename several of IIEI's professional certification designations. "The new names better describe the activities that are now needed in the workplace," said Dr. Frank Morelli, IIEI's Director of Certification Programs. The new titles replace the

word "EXPORT" with the words "INTERNATIONAL TRADE", except for the entry level, which stays the same.

The new titles are: Certified International Trade Logistics Specialist®, Certified International Trade Documentation Specialist®, Certified International Trade Finance Specialist®, Certified International Trade

Professional®, Certified International Trade Manager®. The name change will take effect February 2000. "As quickly as possible all of IIEI's literature and web site pages will reflect this change," said Dr. Morelli.

Questions regarding obtaining new certificates for those people wanting the new title on their certificates should be sent to: [newcert@expandglobal.com](mailto:newcert@expandglobal.com)

## International Trade Certificate Expanded

As requested by industry leaders worldwide, IIEI's **Certificate in International Trade Management Program** has been expanded to six courses. The focus of the certificate is to provide individuals with the knowledge and skills needed for a successful career in international trade, and to help individuals prepare for the various rigorous IIEI industry certification tests.

Students enrolling in these courses may live anywhere in the world where they have access to an Internet provider. Living in China, United States of America, South Africa, Brazil, or Germany, it makes no difference. The classroom is open 24 hours a day, 7 days a week.

The international diversity typically not found in the traditional classroom is now provided online. In discussion sessions participants share ideas and points of view with fellow students from around the globe. It is an exciting and rewarding learning environment, even for the experienced professional.

All courses are taught by IIEI Certified Instructors. The courses are:

- Importing/Exporting Skills
- Global Marketing: Practical Applications
- E-Commerce & the Global Village
- Global Culture
- Exploring the Global Village: an applied research approach
- Exporting to the Global Village

**Importing/Exporting Skills:** This is an excellent basic exporting skill building course and a great refresher course for those wanting to revisit the discipline as preparation for the various industry examinations

**Global Marketing: Practical Applications:** In this course the student applies the modern principles of strategic marketing in solving the practical problems of entering the global marketplace. Using case studies to help demonstrate the real world problem-set facing the practicing

global marketing manager, each student learns to perform a strategic analysis of a real firm of their choosing and then completes a domestic marketing plan. This is the first step in preparing the company for entry into the global marketplace.

**E-Commerce and the Global Village:** This course focuses on how to integrate e-commerce into the strategic effort of the firm. Real-life e-commerce problems are presented and solutions are explored in seeking to be proactive in utilizing this rapidly expanding technology advancement. (Global Marketing is a prerequisite for this course)

**Global Culture:** A historical perspective of culture's impact on international trade is examined as a basis for building an understanding of how to be culturally proactive in

*(Continued on page 2)*

### Certificate Highlights

- Six courses
- 36 weeks total time required
- All courses are Online
- Live anywhere in the world

(Continued from page 1)

pursuing international trade in today's dynamic environment. Case studies are used to demonstrate cultural concerns and problems. Practical methodologies for including culture issues in the planning process as firms enter new international markets are formulated and practiced.

**Exploring the Global Village: an applied research approach:** In this course students individually assume the role of an Export/ Import Manager who is seeking a new international market for his/her firm's product(s). The research techniques and knowledge learned in earlier courses are applied toward answering this real world export/import problem.

**Exporting to the Global Village:** The research data compiled in Exploring the Global Village course, along with other knowledge gained throughout the other export courses, is used in completing (assembling) a practical EXPORT PLAN for a real company.

#### Entrance Requirements:

Each institution sets its own entrance requirements. Check with the specific institution for entrance requirements.

More information on how to sign up for these courses is available on our web site. Visit us at:

[http:// www.expandglobal.com](http://www.expandglobal.com). Click Education Opportunities!



Open to all people  
of all nations

## "Welcome to the Global Village of the 21st Century"

IIEI's first **Global Conference** planned for Fall 2002

IIEI's first global conference, with the theme of, "Welcome to the Global Village of the 21st Century," is tentatively scheduled to take place in Phoenix Arizona in Oct 2002. The exact date of this five-day event and other specifics are yet to be determined. Any IIEI member wishing to be part of the volunteer exploratory committee involved in the effort to make this event happen, please contact : Diana Larowe, IIEI's Director of Global Relations. Her email address is [dlarowe@intlimport-export.com](mailto:dlarowe@intlimport-export.com)

Early ideas suggest that there will be major key note speakers each day who will address the conference attendees and to have numerous "knowledge" break-out sessions that will deliver valuable information on topics of major concern to the attendees,



## Chapter Activities

IIEI members are currently forming an IIEI Chapter in Pakistan, Jordan, Qatar, India, and several new locations across the U.S. Visit our Chapter section at our web site for details.

If you would like to start a chapter in your area, or would like to help those interested in starting a chapter in areas please email our Chapter Department at: [chapters@intlimport-export.com](mailto:chapters@intlimport-export.com)

**EMERGING COUNTRIES WILL DOMINATE  
MUCH OF THE WORLD TRADE ACTIVITY OF  
THE YEAR 2015**

### IIEI JobNet is now Online

Members are failing to use IIEI's JobNet to post their resume and job interests to a worldwide audience. Do it now! Go online to our site and then click RESOURCES then JOBNet and then SUBMISSION REQUIREMENTS. It is easy and it is FREE to members!

and an exhibitor hall in which companies serving the global marketplace can present their goods and services. It is expected that many nations will want to exhibit and promote a selection of products made in their country.

"The conference will be open to all people worldwide who are interested in the international marketplace," said Diana Larowe. For the event to be successful in promoting its theme, the event must draw participants from all of the world's nations.

Watch future issues of the IIEI *GlobalWatch* newsletter to find out the latest details about the conference. If you are interested in volunteering to help make this conference a reality, please let us know your interest today.

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**The International Import-  
Export Institute**  
Glendale, Arizona

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**Journal of Practical Global Business** ©

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*University of Mississippi*

# New Faces

The International Import-Export Institute is proud to announce the involvement of the following new faces.

**NEW ADVISORY BOARD  
MEMBER APPOINTED**

Mr. Charlie Ryan, who is responsible for Import Export Compliance for all of Honeywell International's vast worldwide operations, has accepted our invitation to be a member of IIEI's Global Advisory Board. We are very pleased to receive Mr. Ryan's assistance in determining the global standards of industry excellence. We thank him for

volunteering his time and effort.

**IIEI STAFF ADDITIONS**

Diana Larowe, MIM, has accepted the position of Director of Global Relations. Her responsibilities include helping our global network of local IIEI chapters grow, overseeing IIEI's Membership Services and managing our regional & global conference program.

Rich Shields, MA, is the new Director of Educational Services. In his role, Rich will assist schools in bringing IIEI's program to their students.

## Notes from the Executive Director

As I prepared to write this column, I first made a list of the recent and on-going activities at IIEI. My idea was simply to tell you all of the incredible things that are happening. When I studied the list, I realized that I had a daunting task before me. One reason was because of the space limitations of this column and the other major reason is even if I didn't have the limit of space the number of global activities boggles the mind. So I decided I would give you a couple of insights as to where IIEI is going and what we see in the near future.

Topping my personal list of activities as Executive Director is obtaining growth funding. We are in the early rounds of discussions with several venture capital firms as we

look for resources to fund the unbelievable growth ahead of us.. We expect that by the time of our next newsletter that we will have our funding partner.

New to our staff as Director of Global Relations, Diana Larowe, MIM, is planning our first Global Conference. The huge event is scheduled for Fall 2002. If any IIEI member is interested in serving on the formation committee, please contact her at: [dlarowe@intlimport-export.com](mailto:dlarowe@intlimport-export.com)

If you have been ready to join IIEI but have not for some reason, now is the time to send in your IIEI membership. Working together we can make the global village happen!

### IIEI Certification Examination Dates

The next scheduled worldwide IIEI examination date is:  
**March 18, 2000**

You must register 90 days in advance to take this exam. The Fall 2000 Examination date is September 16, 2000.

# Academic Corner

## **U.S. CUSTOMS BROKER EXAMINATION PREPARATION COURSE ONLINE**

IIEI's newest course offering is the U.S. Customs Broker Examination Preparation Course.

### **Overview of Course**

This six-week course is presented by the International Import-Export Institute to prepare individuals to sit for the "U. S. Customs Broker Examination" given by the U. S. Customs Service. All of the topics that have been historically included in the U.S. Customs Broker Examination will be presented and discussed during this course. Special emphasis is placed on creating a working understanding of the material that will not only prepare individuals for the test, but will also be useful in the day-to-day tasks of a licensed U.S. Customs Broker.

This course is open to people worldwide who want to master these topics, however, only U. S. Citizens residing in the U.S. are eligible to take the official U. S. Customs Broker Examination.

This course is scheduled so that you will finish the class shortly before the scheduled examination date set by the U.S. Customs Service. The Customs Service conducts the Customs Broker's License Examination on the first Monday in April and October of each year.

**Cost:** US\$ 795.00 per participant.

**Guarantee:** The International Import-Export Institute guarantees that you will pass the U. S. Customs Broker Examination or *you can retake this course at no additional charge.*

**Course Credit:** Nine IIEI Continuing Education Credits (CUE's). No college credit for this course.

**Sign-up Online:** For further details, click the U.S. Customs Broker Course name on the IIEI's main web page at [www.intlimport-export.com](http://www.intlimport-export.com)

Disclaimer Notice: This course is not endorsed by any U. S. Government Agency, nor, at this time, can any U.S. Government Agency endorse any private preparation course of this type.

## *Congratulations*



### **Newly Certified IIEI Members: Certified Export Specialist:**

Paul D. Barnard  
Jesse Lopez  
Miguel Antonio Medina

### **Certified Export Training Coordinators**

Larry Krieger  
Shar Moore  
Joseph Zodi

### **New Global Test Fees**

IIEI' Certification Board has adopted a new certification test fee structure to make certification affordable to everyone worldwide. It is generally based on the economic development & prosperity of the country in which the person taking the examination resides. (See policy statement online for complete details & restrictions.) As of October 1999, there are three fee categories:

- ◆ Category A —Highly Industrialized Countries
- ◆ Category B — Developed Nations
- ◆ Category C — Emerging Countries

The new policy and reduced fee structure makes industry certification more affordable to people in all countries.

Visit [www.expandglobal.com](http://www.expandglobal.com) and click Testing Info for details.

# ◆ Products and Services ◆

## The Journal of Practical Global Business

The **Journal of Practical Global Business**, IIEI's peer-reviewed professional journal, is published four times per year. An annual subscription consists of four issues.

Journal's peer review board, to read articles with potential for publication, you may direct your interest to the e-mail addresses below.

There are four categories of Annual Subscriptions to choose from:

[mbedore@primenet.com](mailto:mbedore@primenet.com) or [journal@intlimport-export.com](mailto:journal@intlimport-export.com)

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- Institution International Annual Subscription @ US\$ \$210.00 (Outside U.S.)

or send your correspondence to:

Dr. Marlene Bedore, Editor  
  
*Journal of Practical Global Business*  
c/o The International Import-Export Institute  
P.O. Box 11378  
Glendale, AZ 85318-11378 USA

### Call for Papers: Volume 1 Number 2

The second issue of IIEI's journal, **Journal of Practical Global Business**®, is scheduled for late **Summer 2000**. Academically sound articles that offer a practical approach to international business matters are the central theme of the publication. Interested parties, who would like to have their articles considered for publication in this peer-refereed journal, should direct them to Dr. Marlene Bedore, Editor. The deadline for receipt of articles is May 20, 2000.

### ITAR Course or Not? Tell us.

**New Course Offering ???**

It has been suggested that IIEI offer a ITAR Compliance Course. Depending on the comments of our members, we are considering offering this course. It still needs to be determined whether such a course is wanted by you, and if so, should it be a full six-week course or perhaps a shorter course that will be offered for continuing education credits in our IIEI CEU Program.

Email you opinions to:

[itar@intlimport-export.com](mailto:itar@intlimport-export.com)

If you would like to volunteer to be a member of the

### Journal of Practical Global Business Subscription Information

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# Certified International Trade Specialist ®

## This may be the right certification for you

Because of the demand for very specific skill sets within our industry, IIEI tests and certifies three different specialized areas within the international trade arena. Each one is focused in a very narrow operating area. They are:

- ◇ Certified International Trade Logistics Specialist®
- ◇ Certified International Trade Finance Specialist®
- ◇ Certified International Trade Documentation Specialist®

A *Logistics Specialist* is a person whose daily job is to handle the task of insuring that the correct modes of transportation are used and that all of the exacting details related to the shipment of the goods or services are proactively managed throughout the wide range of channel options. This person typically may work for a freight forwarder, a shipping company, a global

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## Become a Member

You can now register or renew your IIEI membership, on-line.

Simply visit our website at:

<http://www.expandglobal.com>

And click on Membership or IIEI Resources. We know how valuable your time is, so we have made it even easier for you to use our resources to the fullest.

Is there an IIEI Chapter in your area? Visit the Chapter section of IIEI's web site and view the World & U.S. maps to see the growing number of local chapters.

## Do you know of any schools worldwide that may be interested in offering IIEI's Educational programs?

If so, please contact the school, or IIEI, and let us start yet another partnership in which we really can change the face of international trade through education.

[schools@intlimport-export.com](mailto:schools@intlimport-export.com)

## I'd like to join IIEI !!

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

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

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

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

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

**Payment Method:**

Payment enclosed (Payable in US dollars only.) Make Payable to *International Import Export Institute*

Check Enclosed (Outside the U.S. must use Money Order)

Charge Account # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Charge my  MC  Visa  AMX  Discover Account

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

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

### Membership Fees

**(Circle One)**

Individual A B C

Corporate A B C

See Membership Fees in "New Pricing" article in this newsletter

Mail to: ATTN: IIEI Membership  
International Import -Export Institute  
P.O. Box 11378  
Glendale, Arizona USA 85318 -1378

## 21st Century International Logistics Course Soon to be Available Online

### Course Overview

An in-depth examination of the major issues and practical concerns confronting the 21st Century global logistics specialist serve as the basis for this course. This course builds on the foundation knowledge gained in the Exporting/Importing Skills course and focuses on the detailed specifics of logistics regulations, processes and procedures that are common among 21st Century nations.

The courses: Exporting/Importing Skills and 21st Century International Logistics and their associated IIEI Bodies of Knowledge help prepare an individual to successfully pass the written examination for Certified International

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### Specialty Certification

distributor or similar organizations that need this special skill set.

A Finance Specialist is primarily concerned with payment issues. This person must be familiar with all forms of payment that may be needed, with detailed knowledge of all of the various options and resources available to finance goods and services moving in the international arena. Typically, this person works in an international department within a bank or other financial institution or setting.

A *Documentation Specialist* must possess expert knowledge of all the forms and general regulations and restrictions used by governments to control the flow of goods and services between countries. This person may work in a variety of international situations and setting, including small to mid-sized companies with international trade emphasis.

The general elements required for all of the specialist level designations of certification are:

- Bodies of Knowledge: Mastery of all basic bodies of knowledge set forth in the IIEI policies.
- Satisfactory passing—85% or higher score on designated specialty sections within IIEI Comprehensive Session One Examination (4 hours)
- Minimum of one-year verified industry work experience required.

# New Pricing Adopted By IIEI

In an attempt to better meet the needs of the international trade industry, IIEI's Executive Board has adopted "three regional categories" to set the pricing of all IIEI's services. This long sought after policy makes the cost of IIEI Membership, and industry certification more affordable to every person, regardless of where they live in the world.

"Until now," said Dr. Donald Burton, IIEI's Executive Director, "it was very difficult for someone living in an emerging country to afford to become a member of IIEI and participate in all of the activities afforded by IIEI Membership, including industry certification. Now the playing field has been leveled.

As a result, we expect to see much more activity, especially in emerging countries."

Every country has been assigned to one of three categories:

- ◇ **Category A**—Highly Industrialized Countries
- ◇ **Category B**—Developed countries
- ◇ **Category C**—Emerging countries

A complete listing of all countries and their assignment can be found online at IIEI's web site under the title 'Country Status Listing' on IIEI's main page.

To show the impact of the new pricing policy, IIEI Individual Membership in Category A is

still US\$55.00, however, in Category B it is US\$35.00; and for Category C it is US\$18.00. Business/ Corporate IIEI Membership have been set to US \$450.00, US\$320.00, and US \$150.00 for Categories A,B,C respectively.

The adoption of the new policy brings IIEI Membership prices into alignment with the fees adopted by IIEI' Certification Board in October 1999. To see a complete breakdown of Certification Fees for the various levels of industry certification, visit our web site online or contact IIEI's Customer Service Department at our mailing address or telephone (623) 561-1793. Ask for the Certification brochure

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**Visit us Online at our NEW web address:**

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or use our old address [www.intlimport-export.com](http://www.intlimport-export.com)

Contact us at (602) 561 -1793      FAX (623) 561-2581



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