



# GlobalWatch®

THE NEWSLETTER OF THE INTERNATIONAL IMPORT-EXPORT INSTITUTE, EST. 1995  
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## Globalization and E-Commerce

“The world has been shrunk to a very small size...and placed in the monitor in front of your PC.” - Bill Dunlap of Global Reach

Globalization is nothing new. History has witnessed surges of globalization throughout time, but the current reality lies in the speed and intensity in which it now manifests itself. Never before have such vast numbers of people had access to the information and technology to join the game. With connectivity as the central issue of globalization, the Internet has become the central nervous system for the global economy.

The drive for globalization is being promoted through more free trade, more Internet commerce, more e-mail, and more networking of schools, communities, and businesses. The combination of globalization and e-commerce will produce astonishing changes to our world. Globalization will unite countries, trade will thrive, and income and standards of living will improve. Global integration, 24 hours a day, across 24 time zones.

Many nations have come to realize the tremendous export markets that

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## The World “E”-Report

Quoting author Alexis Gutzman, the word “World” is being re-injected into the World Wide Web with a vengeance. Global Internet users surpassed 530 million in 2001 and are expected to double to 1.12 billion by the end of 2005. Notable regional shifts are occurring in usage, bandwidth growth levels, and online commerce around the globe. Wireless devices will spur tremendous usage in those countries with currently low penetration, and as traditional global leaders are losing ground to emerging ones, the race is on not to be left behind.

North America, the world’s leader in per capita Internet penetration and usage, is losing ground to Western Europe, with Denmark identified as a world leader in growth and adoption of e-commerce. The Danish strategy is based on rapid adoption, implementation, and exploitation of e-commerce in all sectors of the economy, rather than a production-led strategy.

Asia-Pacific can claim to be the fastest growing region with Internet subscriptions more than doubling on a yearly basis. China is poised to grow dramatically during the next few years. Of its 1.3 billion population, only 22.5 million are current

Internet users. Singapore has proven to be a fast adopter of technology and applications. Japan, after its decade-long recession, hopes to transform itself into an ‘Internet Superpower’. The Japanese government has enacted the “IT Basic Law” giving the private sector the lead in promoting internet use and providing enforcement for antitrust laws – traditionally a weak area for Japan. As Japan leads the world in wireless Internet development, it plans to overtake the U.S. by leveraging its leadership in cell-phone based Internet technology.

Latin America is also experiencing high growth rates, but from a considerably smaller user base than Asia. The region expects to claim 30 million users by 2003, with more than half coming from Brazil. Along with Mexico and Argentina, these three countries account for 80% of current Internet users. Revenues in 2001 for B2C e-commerce totaled \$906 million for Brazil, \$134 million for Mexico, \$119 million for Argentina and \$45 million for Chile. Mexico alone is expected to account for \$107 billion in e-commerce revenue by 2004.

Africa has about 4.6 million users, roughly half of which are in South Africa.

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### A New Tool for E-Commerce

Reinventing one of the oldest trade instruments around, a New York company brings the Letter of Credit to the digital world. ‘TradeCard’ offers e-commerce buyers and sellers an online secure method to financial transactions. After enrolling in TradeCard, buyers enter their purchase orders onto a secure web site, while software engines generate all the documents. Once the seller ships the product and matches the purchase order, an automatic invoice is created and delivered via e-mail. Payment can also be automatically deducted from a bank account. TradeCard is less expensive than a traditional LC -\$150 per transaction, and payments are made in one-tenth the time. Buyers and sellers can track their orders from beginning to end and be able to fix any discrepancies along the way. Both sides know exactly when the shipment will arrive and when the payment is made. (Source: Far Eastern Economic Review, April 2002)

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#### Journal of Practical Global Business GlobalWatch Newsletter

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## Communication Goes for a Wild Ride

### Notes from the Executive Director, Dr. Donald Burton

American history heralds one remarkable event as pivotal in tying together a young nation. It was the Pony Express. What was so remarkable was that a letter could be sent from St. Joseph, Missouri to Sacramento, California in just ten days. This cut the previous time in half, making the western coast of the new nation open to the banking and commerce centers of the eastern U.S. The true result was speed and access to western markets that until then was not viable. Sound familiar? It should. The Internet is opening markets in the same way. Only now it is opening all markets globally and giving people commercial opportunities unimaginable in the past. Just as there were people who didn't realize the importance of faster mail service over a hundred and forty years ago, there are those that don't see the full significance the Internet has on global business. Just as those riders were pioneers, there are countless pioneers trekking out across the Internet daily. I wonder if our children's children will look back at them and marvel at their willingness to enter the unknown.

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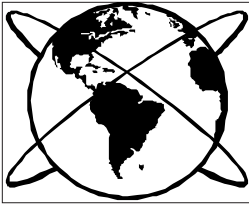
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## Recommended Reading:

### Global Manifest Destiny

Growing Your Business in a Borderless Economy

by John A. Caslione and Andrew R. Thomas

John Caslione and Andrew Thomas give experienced advice to companies who must respond to “the complete and inevitable economic integration of all humankind” — *Global Manifest Destiny*. Although economic integration is not a new phenomenon, it is occurring at a more accelerated pace, oftentimes faster than the human condition is able to comprehend. The authors believe that “to fail to recognize and respond to the inevitable integration of all humankind, is to ensure future failure for any human enterprise.”

Serving as a self-diagnosis for companies, *Global Manifest Destiny* shows business leaders how to: 1) integrate a global culture; 2) build worldwide brands compatible with cultural differences; 3) create a global accounts management program; 4) take full advantage of swings in the world’s financial markets; and 5) optimize potential sources of raw materials, goods, and services worldwide.

*GlobalWatch* recently caught up with Mr. Caslione in his Chicago office to find out more about *Global Manifest Destiny*.

#### GW: Why did you write this book?

JC: Not many people are aware of how to do business around the world. Most U.S. businesses are “Americentric” and have added an international department. That limited scope does not confer a true “global” status. Many American business people, especially from small and medium sized businesses, believe that there are still ample opportunities here in the US and there is no

real need to venture too aggressively outside North America. While they may seek to avoid globalization, it is not going to avoid them. Global competition is coming to them, in every city and town and in virtually every industry – it’s only a matter of time, and that time is sooner than they think.

**GW: How can we believe a “complete and inevitable economic integration of all humankind” is immanent in a world where 50% of the population has never made or received a phone call?**

JC: It is a process that is continuously in progress. Travel to the most remote parts of the world and you will find Coca-Cola, Marlboro cigarettes, Swatch watches and more. It is also an “ideal” that the more enlightened business person will always have in his or her mind when they begin to think about growing their business and where the most promising opportunities will be in the future.

**GW: Can you comment on the progress being made in the developing world? Which would you say are the most promising areas?**

JC: For many countries, the interiors are really the emerging markets. Buenos Aires, Warsaw, Moscow and Shanghai can already be seen as being largely developed. In virtually all developing and emerging markets, the secondary cities and rural areas are still largely emerging markets.

China will overtake Japan next year as the world’s second largest economy. Its recent accession to the WTO will quicken its mainstreaming into global society. As an

inevitable superpower, the world must accept the responsibility to help China to integrate itself into the new global economy and become a responsible superpower.

India should soon become a member of the United Nation’s Security Council—as it rightly deserves, but India must also do a better job addressing its protectionist trade barriers.

Russia is better classified as a “re-emerging” market, and actually has a higher literacy rate than the United States! Its world-class scientific research and education was top notch, but Russia lacks the ability to make that great science commercially applicable to business.

Argentina and Brazil are promising but will be affected by the global economic recession before they surge again. Africa has numerous problems to deal with that will unfortunately take many years.

**GW: How do you see social ills or environmental problems being solved or harmed by further globalization?**

JC: Globalization is obviously a contentious issue with staunch opponents as well as advocates. Even though it has not been equitable, it has raised the standard of living and produced a higher quality of life for a number of people. One cannot condemn globalization and capitalism by picking out pieces to support their own arguments while ignoring the benefits they have brought. However most industrialized countries do not practice the same brand of capitalism abroad as they do at home. Most often the host country government mandates that social concessions are made.

**For more information see:**  
[www.globalmanifestdestiny.com](http://www.globalmanifestdestiny.com)

(continued from front page)

globalization is creating. Businesses are rushing to find ways to expand sales abroad and service vast numbers of geographically dispersed customers through e-commerce. According to a recent survey, globalization has become the number one priority of American CEOs with their top E-business priority being customer service, closely followed by building sales and revenues. In fact, E-business is perceived by industry as a productivity enhancement. Over the past two years alone, the number of manufacturers using on-line employee

training has doubled, a trend that is likely to continue as business travel decreases in the wake of increased airfare costs and security concerns.

The inherent risks to E-commerce are still formidable, such as a lack of clear standards, the enormous effort and expense to integrate systems, inadequate security, and disruptive viruses. There are growing concerns over government regulations and Internet taxes that could create barriers to trade. Going global also means taking on significant internal changes as well.

Websites need to be converted to reflect currency options, national trade regulations, and multiple languages, not to mention cultural sensitivity to the prospective customer. But if a company has any chance of having a competitor from another country, there is no choice but to take globalization seriously, before your competitor does.

(Sources: *Online Globalization: Swim or Sink* by Bill Dunlap, and *Ernst & Young 2001 E-Commerce Trends Index – November 2001*)

# Focus On: Europe

## Trade is Glue in Contentious US/EU Relationship

By Marsha Vande Berg, Ph.D.

Transatlantic trade – valued at \$2 billion per day – is the glue that holds together the relationship between old allies even at times of high contention. But this time, trade is one of the bones of contention that is contributing to impatience on both sides of the Atlantic, particularly when the larger issues raised as a result of the events of Sept. 11 are called into question.

Together, the United States and the European Union command over 40 percent of the world's trade; 56 percent of the world's total GDP; and only 10 percent of the population. No fundamental progress can be made on global trade issues without their joint cooperation.

"We are joined at the hip," EU Ambassador Guenter Burghardt told a San Francisco audience of businessmen and women recently. "We are each other's largest single trading partners, accounting for one-fifth of each other's total trade in goods and fully one-third of our total trade in services."

So, why the contentiousness with all these goods and services flowing back and forth? And what happened to the sympathetic embrace Europeans extended to America after September 11<sup>th</sup>? Did it go the way of steel imports? On the same day that the EU ambassador to Washington was speaking at the Bankers Club in San Francisco, the Bush administration

announced it would impose grueling tariffs of up to 30 percent on steel imports.

No matter that the decision was a glaring contradiction between the professed support for free trade at the White House and a blatant effort on the part of the Bush administration to protect declining steel makers in the political swing states of Pennsylvania and West Virginia. It also was highly questionable public policy and correctly denounced subsequently by U.S. Treasury Secretary Paul O'Neill in candid, private comments that quickly became public.

The subject of steel was the immediate irritant in the eyes of the Europeans during O'Neil's European trip. O'Neill's intention was to deal with European complaints that Washington has been too heavy-handed and with criticism in Washington that Europe is being too timid. When it was time to go, O'Neill declared he was "very pleased" with his trip, but was it sufficient to move the transatlantic relationship back onto its customarily smooth track? The Europeans are still perplexed over White House opposition to the Kyoto protocol on global warming. They also don't understand the willingness to abrogate the ABM Treaty.

Resolution of the contentiousness will take time – and a little help from the glue

of trade relations – provided the steel fight can be put behind them. In the meantime, the "big challenge" for the erstwhile allies is not to misread each other, said Burkhardt. "There is a real risk that the Europeans will underestimate the determination of the United States to deal systematically with terrorism. The U.S. is in there for the long haul, and we had better understand that," he said.

"On the U.S. side, the risk is that the Americans will under-estimate the EU's interest in engaging on a large number of issues that are cooperative and not repressive in nature. This has to do with the EU's character. We are multilateral by nature, and so we believe each partner must have a realistic understanding of the other partners." There always will be a decibel or two of discord in the relationship. This time, however, the pitch is getting higher. And so are the stakes.

*Dr. Vande Berg, principal of International Business Advisors (IBAdvisors.com) and editor of The World Report, provides timely and critical information on international political and economic developments that can influence international business strategies. She can be reached at (415) 441-9139 or at MarshaVB@earthlink.net.*

### Website Savoir-faire

In the current issue of *IIIE's Journal of Practical Global Business*, Dr. Nitish Singh sets forth a framework of cross-cultural considerations for successful international websites. With e-commerce expected to surge in Western Europe to almost \$430 billion by 2003, delays in launching international websites could prove to be a fatal mistake. Even more deadly is the prospect of ignoring the importance of cultural sensitivity.

Singh offers a three level approach to analyzing website sensitivity, consisting



of perceptual, behavioral, and symbolic dimensions, such as attention to cultural markers like colors, values, layout, symbols, and icons. Singh states that people categorize stimuli from their environment based on their cultural conditioning. For example, Turks form narrower categories for concepts than Americans. It was found that Chinese learn faster with visual inputs because of the pictographic nature of Chinese script. English writing is correlated to linear thinking; Semitic writing facilitates parallel thinking, while circular thinking marks oriental writing.

In considering color, black and white are the most readily distinguished across cultures then is red, green, yellow and blue. Cross-cultural differences in categorizing color arise because cultural vocabulary limits the color discriminations people can make. A better approach is to study unique color categories identified by particular cultures and use them in web page design.

(To get your complete text of *Analyzing Cultural Sensitivity of Websites*, subscribe to *IIIE's Journal of Practical Global Business*, go online to [www.expandglobal.com](http://www.expandglobal.com))

## BRITAIN'S ECONOMY AND HER ROLE in the EUROPEAN UNION

by Peter Hunt CMG



Britain has been a full member of the European Union for almost 30 years. British citizens now live, work and travel within the world's largest integrated market of 370 million people – which is likely to expand to 500 million when the enlargement process, to include candidates from central and southern Europe, is complete. In Britain, no fewer than 3 million jobs in 800,000 companies depend directly on our trade with the rest of Europe-- to make Europe the world's leading knowledge-driven economy.

Since the beginning of the year, the euro has been in circulation in the majority of European Union countries. The British Government has said that, in principle, Britain is in favour of joining. A successful single currency will complement Europe's Single Market, reducing transaction costs and exchange rate uncertainty. Price transparency will mean that consumers can see exactly how much products and services cost in different countries. This will enhance competition, and with it the potential to improve efficiency, productivity, and drive down prices.

But for Britain to join, the economic conditions must be right. Five economic tests— convergence, flexibility, investment, financial services, and

employment and growth— have been set, and will define whether a clear case for membership can be made. These tests are fundamental. The assessment will be comprehensive and rigorous, and will be completed by June 2003. If the tests are met, a final decision will be put to the British people in a referendum.

Britain is the world's fourth largest economy, and last year had the highest growth rate of the G7 group of economies. London continues to have more foreign banks (536) than any other financial centre in the world, and will remain the world's leading centre for foreign exchange business with some 32% of global transactions. It is likely to retain, if not enhance, its 60% share of all worldwide trading in foreign equities.

A survey of 100 foreign banks found that London is regarded as the best city in the world to conduct international business, and 83% of those surveyed expect London to retain this position over the next decade. Another survey of Europe's major business cities confirmed London's position as "the best city to locate a business today". What is true of London is equally true of the United Kingdom as a whole. We believe that we have a strong story to tell about the UK as a centre of excellence in science and

technology, industry, financial services, design, fashion and the arts.

Britain is the world's second biggest exporter of services after the United States. This success has been largely driven by the range of our creative industries including high technology services, fashion, classical and pop music, advertising, and of course film. Some of the successful films and TV series shot in Britain recently include 'Saving Private Ryan', 'Shakespeare in Love', and HBO's 'Band of Brothers' produced in Britain by Steven Spielberg.

As well as being the world's second biggest exporter of services, Britain is also the world's second biggest foreign direct investor. The fact that the U.K. is the biggest foreign direct investor in the U.S. is well matched by the fact that the US is the biggest investor in Britain. There is a genuine two-way street with Britain receiving 42% of all US direct investment in the European Union, demonstrating that Britain has the skills, business environment and sound economic base that is essential to attract overseas investors.

*Peter Hunt was appointed British Consul-General at Los Angeles in October 2001. He is a career member of Her Majesty's Diplomatic Service beginning in 1967 with his appointment in west and southern Africa. He can be reached at (310) 481-0031 or at peter.hunt@FCO.gov.uk*

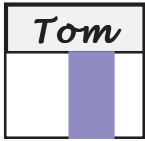
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Restricted by poverty and underdeveloped telecom infrastructure, only 3 Internet Service Providers control 90% of the market.

Middle East usage has reached 4.2 million, compared to 1.9 million in 2000. Israel boasts about 1.3 million users with nearly 90% of Israeli homes having PCs. By contrast, only about 15% of Arab homes have PCs, with most users relying on accessing the Internet in public places such as cyber cafes. There is also a wide discrepancy among Arab countries, for example 25% of the population in the United Arab Emirates use the Internet, 17% in Bahrain, 10% in Qatar, 8% in Kuwait, and 7% in Lebanon. All other Arab countries claim less than 1% Internet penetration.

According to the Al Ahram Daily (April 3, 2002), Egypt will launch a new e-commerce site to serve Arab e-commerce. The site will offer free leads and assistance, provide trade data, and offer training services. The site is being created by Egypt's four trading points in Cairo, Alexandria, Fayoum and Asyout belonging to the Chambers of Commerce but sponsored and supported by the Egyptian Ministry of Foreign Trade.

*(sources: Computer Industry Almanac at <http://www.c-i-a.com>, and the Center for Research on Information Technology and Organization at <http://www.crito.uci.edu/git>)*



## Trade Talk with Tom

## IIEI Names China Affiliates

*Dear Tom,  
I am a regional manager for a logistics company in Birmingham, Alabama. We are considering using an online training program for some of our new employees. Could you please advise on some of the pro's and con's of using e-learning?" - R. Moreland*

Thanks for asking! E-learning can be a strong component of your employee training program, in fact many companies are using e-learning to enhance productivity and gain a competitive edge, but it does have some disadvantages which fortunately can be easily overcome.

Often times individuals are a little intimidated about using an online classroom because it is not tangible. If they commit to the class this feeling passes after a week or so. The convenience of using online training is unparalleled but it is important to make sure that your employees understand that there is a higher level of personal dedication required. For the individuals that are up for the challenge they will reap the benefits of financial savings, no travel

requirements, extreme convenience and not having to sit in traffic on their way to class.

E-learning can also allow individuals to complete rather extensive programs in a short amount of time because courses are usually accelerated. This is also really helpful to someone needing to train new employees quickly. For the most part E-learning will have the same impact that a traditional on-ground training program has without many of the inconveniences.

Have a question for Trade Talks? Send it to Tom Bruneau, IIEI Counselor at [tom.bruneau@expandglobal.com](mailto:tom.bruneau@expandglobal.com) or mail to Trade Talks c/o IIEI P.O. Box 11378 Glendale, AZ USA 85318-1378. If your question is published, IIEI will send you a great gift as our thanks.

The **International Import-Export Institute** is entering the Chinese market from both inside and out. Signing two separate agreements, the Institute has selected Vinaconsult (HK) Limited and China USA Group to offer IIEI's training and certification programs in international trade.

Vinaconsult (HK) Limited, headquartered in Hong Kong, has been licensed to conduct IIEI's International Trade Marketing Specialist® certification program throughout southern China. Dr. Charles Chan, director of Vinaconsult, stated that IIEI's international trade programs will compliment other educational training programs currently offered by the company.

In a separate agreement, China USA Group of Fairfield, Iowa will offer IIEI's Certified International Trade Logistics Specialist® program at the Oxbridge University campuses in Beijing and Shanghai. China USA Group is the official U.S. representative of Oxford-Cambridge International Group (OCIG), founded in 1994 by Chinese scientists, economists, and investment managers with the support of Chinese government agencies.

OCIG includes two public companies and Oxbridge University, the only university in China that has adopted English as its teaching and working language. Sean Zhu, OCIG's Director of China Development, stated that their offices have received hundreds of inquiries for this type of program. He believes there is a huge market and hopes to expand into other IIEI trade certification programs later this year.



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## Corporate Member Partida Brokerage Takes Charge Down on the Border



Since its beginning on October 15<sup>th</sup> of 1989, Partida Brokerage in Nogales, Arizona has combined trade experience with a pledge to excellence in keeping the freight moving between the U.S. and Mexico.

David Partida says that customer service is Partida Brokerage's greatest strength, and that the combined experience of his eleven staff members totals well over 200 years. That kind of experience really pays off when dealing with freight forwarding and customs responsibilities in the fast-paced world of cross-border trade.

A large portion of the Partida business focuses on the quick turnaround of perishable fruits and vegetables moving daily between Mexico and the U.S. "We also handle dry freight and much of the maquiladora trade," says Partida. "We also handle other international trade that comes into the area via the Tucson International Airport."

When asked his opinion about the future of U.S.-Mexico trade, Partida joyfully responded, "it's only getting better!" IIEI welcomes Partida Brokerage as one of its newest corporate members. Contact Partida Brokerage by phone at 520-287-3624 or fax at 520-287-2075.

# For Members Only

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## IIEI Welcomes Northrop Grumman as Newest Corporate Member

### ***NORTHROP GRUMMAN***

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Corporation, an \$18 billion global defense company, has become the newest member of the International Import-Export Institute.

Greg Ashby, Director of Exports for Northrop Grumman's Information Technology sector headquartered in Herndon, VA. selected IIEI's online courses in export compliance training and the Institute's *U.S. Export Compliance Officer*<sup>®</sup> certification as the top choice for comprehensive coverage of the complex and dynamic subject area.

Tom Bruneau, IIEI Counselor, explained that the Institute's online approach offers companies an efficient and cost effective means to keeping employees competitively versed in export rules and regulations. He says, "the on-line, virtual classroom eliminates the traditional add-ons to effective training such as travel and "away" time, and often provides an enhanced learning environment as students from one or various corporate facilities interact within the electronic classroom".

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The International Import-Export Institute, established in 1995, provides on-line courses and certification programs directed at helping corporations and individuals develop and maintain the practical standards of excellence in the field of import-export management. Individuals who meet these high standards, as demonstrated by certification testing, are recognized with special distinction within the international business community. IIEI partners with academic institutions, corporations, and governmental agencies worldwide to provide practical training delivered any time, anywhere the Internet exists.

More information on the **International Import-Export Institute** is available at [www.expandglobal.com](http://www.expandglobal.com)

## New Interns Welcomed

Starting their one-year internship on March 1<sup>st</sup>, IIEI welcomes Murugesan Haribabu of Bangalore, India, Heidi Miller of Mesa, Arizona, USA, and Maite Tristan Magarinos of Scottsdale, Arizona, USA.

## **Classes Starting Soon**

IMPORTING: Duties & Regulations (IIEI-140)	<b>June 13</b>
Export Compliance for Non-Compliance Personnel (IIEI-306B)	<b>June 20</b>
Exporting Importing Environment Course (IIEI-201)	<b>June 27</b>
Understanding ITAR (International Traffic in Arms Regulations) (IIEI-306)	<b>June 27</b>
U.S. Customs Broker Exam Preparation (IIEI-304)	<b>July 25</b>

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