



Global Watch®

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People's Republic of China Aligns with IIEI Global Trade Standards

In what demonstrates a major push by the central government of the People's Republic of China to align their international trade practices with world standards, staff members of fifteen major central government enterprises recently assembled in Beijing to earn industry certification in international trade standards. Between April 22nd and 28th, 2010, this major, Chinese government-sponsored, international trade training event quietly took place in Beijing, China. According to industry experts at Dunlap-Stone University, the training, one of many sessions soon to be held throughout the country, is expected to impact the way all Chinese businesses conduct

.15 major Chinese central government enterprises...

business with the world, and the way the world trades with China.. The Chinese government's publicly-stated purpose of the event was to "enhance the international trade competitiveness of all of China's enterprises." To achieve this, they sought first to learn global standards, and then to validate their trade professionals' knowledge of global best practices and global standards. After completing the training, attendees sat for the proctored, rigorous international trade industry's global trade certification examination, Certified Exporter(R).

Ninety-seven participants from across China representing China Electronics Technology Group, China Gold Group, China Minerals Group, China Resources Group, China Nuclear Power Group and six other state-owned, local enterprises subordinate to China's State-owned Assets Supervision and Administration Commission from Hunan and Hebei providences.

.Participants from..China Electronics Technology Group, China Gold Group, China Minerals Group,...China Nuclear Power Group...

Throughout the training, Chinese exporters learned how to meet global international trade certification standards now in use throughout the world. The Chinese government expects to see significant improvements in trade processes, specifically improvement in

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Indian Exporters Eye Trade-stable Southeast Asia

By P.Vijian

NEW DELHI, July 13 (Bernama) -- The economic stability in Southeast Asian markets is likely to pull in more Indian exporters over the next six months, shifting from the recession-hit western markets, said a trade body's latest report.

The Federation of Indian Chambers of Commerce and Industry (FICCI), an apex trade organisation, in its "Survey on Exports" found the

Singapore's Economic Growth Probably Exceeded 20%

July 13 (Bloomberg) -- Singapore's economy probably grew more than 20 percent for a second quarter as rising exports boosted manufacturing output and the opening of two casinos spurred tourist arrivals.

Singapore's strengthening economy has added to an Asian rebound that prompted central banks to raise interest rates in recent weeks, even amid concern that Europe's debt crisis will slow the global recovery. The nation has raised its GDP forecast twice this year and

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Notes from the President

DSU and International Trade are Heating Up

by Dr. Donald N. Burton



This time of year in Phoenix is always hot, currently in the 115 F range, but even hotter are our certification & degree programs and particularly what is going on in international trade around the world. For example, the article on page 1 about China's central government's push to have all of its industries meet IIEI Certification's global international trade standards is really hot. What it means to other countries and exporters around the world is that if they want to trade with China they had better get on the same page and align their practices with the global standards China has subscribed to. Equally interesting and hot is Singapore's tremendous growth amid this period of financial instability elsewhere in the world. (See article on page 1.) It's not surprising either that India is looking toward Southeast Asia for growth. (See article page 1)

The article (page 3) about the right way to share the global supply chain speaks to the issue of information sharing and how working together everyone wins. As

usual the "In-compliance" column is very helpful and informative, this time about OFAC's Specially Designated Nationals. (page 6)

I am very excited about partnering to bring to our global students (and partners) the English Certification Test from Brigham Young University. This is a perfect match for our partners because English is the language of international trade. And this program will be an excellent addition to our growing global network of Approved Education Providers.

You will also note a number of DSU administrative changes detailed in this issue. Perhaps the most important one is the grade cards are going digital. (page 14)

There are dozens of schools and training centers worldwide inquiring about gaining approval to be IIEI Certification's Approved Education Providers. On page 15 are the latest additions. We welcome you.

As I said, there are a lot of hot things happening at DSU and IIEI. As always I thank you for your strong, continued support. Be well.

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ALL of the top **100**
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 had employees enroll in
 courses leading to
 industry certification.

Sharing Your Global Supply Chain Knowledge — The Right Way

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By Matthew B. Myers, Ph.D, University of Tennessee and Mee-Shew Cheung, Ph.D., Xavier University

In global supply chains, managers consistently have struggled with sharing valuable knowledge with buyers and suppliers across borders. Both buyers and suppliers agree that sharing knowledge among supply chain partners will create more efficient supply chains and more effective organizations, leading to higher quality outputs and enhanced customer satisfaction. However, some managers think that knowledge sharing with supply chain partners has a “dark side” that can outweigh the benefits. Individual companies tend to be wary of getting too close to one another for fear of losing control, compromising trade secrets, proprietary information, and even losing revenue and competitive edge. It may even lock firms into unpro-

ductive relationships or preclude partnering with other viable firms. In this way, a firm’s collaborative relationships with its supply chain partners can become a source of both opportunities and constraints.

Increasingly, talk of the “dark side” of collaborative relationships has left managers wondering who benefits most from knowledge-sharing activities: their companies or their partners. Furthermore, in today’s competitive global marketplace, how do cross-cultural differences between buyers and sellers impact the value of knowledge sharing? In order to find the answers to these questions, we conducted an in-depth study of more than 100 cross-national supply chain partnerships in the industrial chemicals, consumer durables, industrial pack-

aging, toy and apparel industries in multiple locations in 19 countries across Asia, Australia, Africa, Europe, North American, and South America.

Knowledge sharing in global supply chains goes beyond basic information sharing. Much of the information that companies share — data on inventory levels, sales, production schedules and prices — is easy to codify and transmit. Other types of knowledge are more difficult to codify but proven to be more valuable: know-how, managerial and communication skills and organizational memory. Inter-firm knowledge sharing is a joint activity between supply-chain partners in which every party strives to create more value together than they would be able to create individually. It involves the parties sharing knowledge and then jointly interpreting and integrating it into a relationship-domain-specific memory that influences relationship-specific behavior. We found three different dimensions of knowledge-sharing activities within the supply chain, each offering distinct benefits to buyers and suppliers:

- **information sharing** takes place when companies exchange important data about sales, customer needs, market structures, and demand level
- **joint sense making** occurs when supply chain partners work closely to solve operational problems, analyze and discuss strategic issues, and facilitate communication about the relationship.
- **knowledge integration** occurs when both sides develop relationship-specific memories, providing each party with a common understanding of idiosyncratic, routines

Supply Chain - Continued on page 11



Common Market for Eastern and Southern Africa

400 million Africans
UNITED in
ONE market

The Common Market for Eastern and Southern Africa - promoting regional economic integration through trade and investment.

With its 19 member states, population of 430 million (2008) and an annual import bill of around US\$ 152 billion (2008) and an export bill of over US\$ 157 billion (2008), COMESA forms a major market place for both internal and external trading. Its area is impressive on the map of the African Continent covering a geographical area of 12 Million (sq km). Its achievements to date have been significant. See the [comprehensive statistics](#)



BIS Update

Bureau of Industry and Security

The BIS presents Update 2010

August 31 - September 2, 2010

The annual Update Conference on Export Controls and Policy gives the exporting community the opportunity to learn first-hand from senior U.S. Government officials about current issues and trends in export control policies, regulations and practices. It also provides the opportunity to network with colleagues in the export control industry, interact with U.S. government officials, and learn about programs and services offered by U.S. Government and industry exhibitors.

Update 2010 will be held on August 31 - September 2, 2010 at the Grand Hyatt Washington in Washington DC, beginning with the opening plenary on August 31st.

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Dallas Texas Company Settles Allegations Of Antiboycott Violations

BIS announced Messina, Inc. of Dallas, TX (Messina), has agreed to pay a \$10,800 civil penalty to settle allegations that it violated the anti-boycott provisions of the Export Administration Regulations (EAR) on two occasions.

“The Department of Commerce will continue to aggressively enforce its regulations prohibiting U.S. companies from taking any action in support of restrictive trade practices or unsanctioned boycotts,” David Mills, Assistant Secretary of Commerce for Export Enforcement, said.

BIS, through its Office of Antiboycott Compliance, alleged that in 2004, in connection with two letter of credit transactions involving the sale and transfer of goods destined for Iraq that were shipped through the UAE, Messina furnished to a U.S. bank two certificates signed by the agent for a vessel that attested to the vessel’s eligibility to call at the port of a boycotting country. In doing so, Messina furnished information concerning other persons known or believed to be restricted from having any business relationship with or in a boycotting country, in violation of the antiboycott provisions of the EAR.

Source: http://www.bis.doc.gov/news/2010/bis_press06142010.htm

Houston Freight Forwarder Settles Allegation Of Antiboycott Violation

BIS announced Plane Cargo Inc. (PCI), a freight forwarder located in Houston, TX, has agreed to pay a civil penalty of \$ 5,200 to settle one allegation that it violated the anti-boycott provisions of the Export Administration Regulations (EAR).

BIS, through its Office of Antiboycott Compliance, alleged that on one occasion in 2003, PCI, in connection with a transaction involving the sale and transfer of goods from the United States to Syria, furnished an invoice to a company in Syria that certified that the goods were not of Israeli origin in violation of the anti-boycott provisions of the EAR. PCI cooperated fully with the investigation.

Source: <http://www.bis.doc.gov/news/2010/bispress06252010.htm>

BIS Updates Encryption Export Rule

BIS announced revision of its rules regarding the export of most mass market electronic products that contain encryption functions and other encryption products.

“This revised rule enhances our national security and cuts red tape by eliminating the review of readily available encryption items, like cell phones and household appliances, and allows the Government to focus its resources on more sensitive encryption items,” Assistant Secretary of Commerce for Export Administration Kevin Wolf said.

The new rule ends the U.S. government’s 30-day technical review requirement to export most

Encryption - Continued on page 5

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DDTC Update

Directorate of Defense Trade Controls

When is your Company no longer required to be registered with DDTC?

When your company is no longer in the business of manufacturing, exporting or brokering defense articles or defense services, you must notify DDTC in writing at least 30 days prior to the expiration of your registration code. The letter should include a certification made by a senior officer listed on the most current DS-2032 Statement of Registration that your registration code will lapse and that your company will no longer be in the business of manufacturing, exporting or brokering defense articles or defense services. The correspondence must include the following statement: "Under penalty according to Federal Law (22 CFR 127.2; 22 USC 2778; 18 USC 1001) I (insert name of person signing letter), as authorized by (name of registered entity) warrant the truth of the statements made herein."

<http://www.pmdtcc.state.gov/>



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Four Former Dimon Employees Settle SEC Charges

On April 28, 2010, four former employees of Dimon, Inc., now Alliance One International, Inc., agreed to settle SEC charges alleging violation of the anti-bribery provisions of the FCPA and aiding and abetting FCPA violations. The SEC filed the civil enforcement action in the U.S. District Court for the District of Columbia.

According to the SEC's complaint, during the period 1996 through 2004, Dimon's subsidiary in Kyrgyzstan paid more than \$3 million in bribes to various Kyrgyzstan government officials to purchase Kyrgyz tobacco for resale to Dimon's largest customers. Specifically, the complaint alleges that defendant Bobby J. Elkin, Jr., a former countrymanager for Kyrgyzstan, paid bribes in Kyrgyzstan through a bank account held under his name called the "Special Account." The complaint further alleges that Defendant Baxter J. Myers, a former Regional Financial Director, authorized all fund transfers from a Dimon subsidiary's bank account to the Special Account and that defendant Thomas G. Reynolds, a former Corporate Controller, recorded the transactions in Dimon's books.

The SEC's complaint also alleged that, from 2000 to 2003, Dimon paid bribes of approximately \$542,590 to government officials of the Thailand Tobacco Monopoly in exchange for obtaining approximately \$9.4 million in sales contracts. Defendants Myers and Reynolds agreed to pay civil penalties of \$40,000 each. All four defendants also consented to the entry of final judgments permanently enjoining them from violating the anti-bribery provisions of the FCPA and from aiding and abetting violations.

Source: http://www.fcpenforcement.com/documents/document_detail.asp?ID=7109&PAGE=2

Encryption - Continued from page 4

mass market and other types of encryption products. "Mass market" electronic products containing encryption include cell phones, laptops, and disk drives. Exporters and manufacturers of the encryption products may now self-classify the products and then export them without a license if they register on-line with BIS. BIS also requires that they submit an annual self-classification report. This rule is expected to decrease technical reviews by approximately 70 percent and semi-annual reporting by up to 85 percent.

The rule also extends the scope of License Exception ENC authorizations to most encryption technology exports, following a technical review. In addition, it adds a decontrol note for items that perform "ancillary" cryptography, which covers items such as games, robotics, business process automation, and other products that contain encryption capabilities but do not have communication, computing, networking or information security as a primary function. "This rule is the first step in the President's effort to fundamentally reform U.S. encryption export controls," Assistant Secretary Wolf said.

1300 Violations

Customs & Border Protection officials announced that the agency has issued over 1,300 penalties for Electronic Export Information (EEI) filing violations during the first half of 2010. CBP is also focusing on certain export initiatives that would affect automated systems and regulatory reform to enhance compliance.

In Compliance....

OFAC's Specially Designated Nationals (SDNs)

What is an SDN?

As part of its enforcement efforts, Office of Foreign Asset Controls (OFAC) publishes a list of individuals and companies owned or controlled by, or acting for or on behalf of, targeted countries. It also lists individuals, groups, and entities, such as terrorists and narcotics traffickers designated under programs that are not country-specific. Collectively, such individuals and companies are called "Specially Designated Nationals" or "SDNs." Their assets are blocked and U.S. persons are generally prohibited from dealing with them. [09-10-02]

How do I get a copy of this list?

The best way to get the list is from [OFAC's website](http://www.ustreas.gov/offices/enforcement/ofac/sdn/).

(<http://www.ustreas.gov/offices/enforcement/ofac/sdn/>) The list is disseminated in a number of different formats, including fixed field/delimited files that can be integrated into databases. [09-10-02]

How often is the SDN list updated?

The SDN list is frequently updated. There is no predetermined timetable, but rather names are added or removed as necessary and appropriate. [09-10-02]

How do I know what specific changes have been made to OFAC's SDN list?

All changes for the current calendar year are cumulatively available in a .PDF file and in an ASCII version.

Cumulative changes for prior years back to 1994 are also available in ASCII format by following this link. The same link will take you to a *.PDF version of the file for calendar year 2001. [11-16-07]

Does OFAC maintain or can it create a country-by-country list of SDNs?

OFAC has long maintained such a list. The file is available for downloading by clicking on the DOS or Windows Delimited SDN List links on OFAC's Website. The file is contained within those self-extracting archives and is called `ctry_list.txt`. It is important to understand that many SDN individuals and entities may operate in countries other than those in which they are based. The relevant regulations prohibit transactions with and/or block the property of SDNs wherever they are located. [09-10-02]

What do I do if I have a match to the SDN list?

If you have checked a name manually or by using software and find a match, you should do a little more research. Is it an exact name match, or very close? Is your customer located in the same general area as the SDN? If not, it may be a "false hit." If there are many similarities, contact OFAC's "hotline" at 1-800-540-6322 for verification. If your "hit" concerns an in-process wire transfer, you may prefer to e-mail your question to OFAC. Form handler, click link:

<http://www.ustreas.gov/offices/enforcement/ofac/hotline.shtml>

Unless a transaction involves an exact match, it is recommended that you contact OFAC Compliance before actually blocking assets. [09-10-02]

What is the Control list? Who do I call about the Control list? What is the difference between the Control list and OFAC's SDN list?

The Control List was developed by the law enforcement community in response to the events of September 11. It is separate from the OFAC's SDN list and is not disseminated by OFAC. If you have received a copy of this list, you should follow the instructions received with it. [09-10-02]

Source: <http://www.ustreas.gov/offices/enforcement/ofac/faq/answer.shtml#51>



Singapore - Continued from page 1

Credit Suisse Group AG and Oversea-Chinese Banking Corp. predict the island may overtake China as Asia's fastest-growing economy in 2010.

"The strength of the first-quarter recovery took most by surprise, and Singapore could see an even more impressive second quarter, judging by the latest manufacturing data," said Alvin Liew, a Singapore-based economist at Standard Chartered Plc. The country also benefited from "robust tourist arrivals," lured by new attractions, he said.

The benchmark Singapore stock index rose 0.3 percent at 9:37 a.m. local time, and has climbed 29 percent in the past year. The island's currency added 0.2 percent to 1.3809 per U.S. dollar, bringing this year's gain to 1.5 percent.

Manufacturing Gains

Singapore's manufacturing increased an average 45 percent in the first five months of 2010, after declining an average 13 percent in the same period last year. Pharmaceutical output has at least doubled.

"Pharmaceuticals and electronics did very well last quarter, while trade services and tourism arrivals helped beef up growth," said Enrico Tanuwidjaja, a regional economist at OSK-DMG Group in

Singapore. "We are expecting the momentum in manufacturing to slow in the second half."

The performance of Singapore's pharmaceutical industry is volatile as production swings by companies such as Sanofi-Aventis SA can cause industrial output to fluctuate.

The opening of two casino resorts by Genting Singapore Plc and Las Vegas Sands Corp. this year, which include a theme park and convention centers, has contributed to record tourist arrivals every month through May and is helping fuel employment.

The economy probably grew 17.3 percent in the second quarter from a year earlier, according to the median estimate of 13 economists surveyed by Bloomberg.

Singapore's trade promotion industry will also release export figures tomorrow. Overseas shipments may rise 22.6 percent in June from a year earlier, after a 24.4 percent gain in May, according to the median estimate of 10 economists. Non-oil domestic exports will probably gain between 15 percent and 17 percent in 2010, the government said in May.

Source: <http://www.businessweek.com/news/2010-07-12/singapore-s-economic-growth-probably-exceeded-20.html>

Exporters - Continued from page 1

movement of exports would likely tilt away from their traditional developed markets, as fresh orders were dwindling.

Africa topped Indian exporters favourite list, according to the study, followed by the United States, Southeast Asia and Latin America. "Members of the Indian exporting community feel that countries and regions like Africa, US, South East Asia, Latin America and South Asian Association for Regional Cooperation (SAARC) would see improved demand in the coming six months.

"European Union notably has moved down the list with nearly 60 per cent of the exporters expecting exports to this region either to remain same or to go down in the coming six months," said FICCI's findings.

A total of 278 companies, with a wide geographical and sectoral spread, including automotive, food and food processing, textiles, metal and metal products, heavy engineering, marine and pharmaceuticals, participated in the survey.

Nearly a third of exporters who do business in the EU region have said that there has been some decline in their exports in the last three months and their European clients were going a little slow in placing fresh orders. "With many countries in the EU region adopting austerity measures and growth in the region once again showing signs of slowing down, import demand is expected to moderate," said the survey.

Source: <http://www.bernama.com/bernama/v5/newsbusiness.php?id=513148>

IIEI Certification is Accepting New Approved Providers Worldwide

Is your training organization or school interested in educating people on how to participate in international trade? IIEI Certification is currently accepting applications for Approved Providers, who act as satellite schools and offer certification preparation training courses to students in their

community, state or country. Join Approved Providers worldwide and teach to IIEI Certification's global standards.

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Country Profile

Romania

The republic of Romania is a country located at the crossroads of Central and Southeastern Europe, north of the Balkan Peninsula, on the Lower Danube, within and outside the Carpathian arch, bordering on the Black Sea. Almost all of the Danube Delta is located within its territory. Romania shares a border with Hungary and Serbia to the west, Ukraine and the Republic of Moldova to the northeast, and Bulgaria to the south.

Romania emerged as a personal union of the principalities of Moldavia and Wallachia under prince Alexander John Cuza in 1859 and as the Kingdom of Romania under the Hohenzollern monarchy, it gained recognition of independence from the Ottoman Empire in 1878. In 1918, at the end of the World War I, Transylvania, Bukovina and Bessarabia united with the Kingdom of Romania. At the end of World

War II, parts of its territories (roughly the present day Republic of Moldova) were occupied by the Soviet Union and Romania became a socialist republic, member of the Warsaw Pact.

With the fall of the Iron Curtain and the 1989 Revolution, Romania started a series of political and economic reforms. After a decade of post-revolution economic problems, Romania made economic reforms such as low flat tax rates in 2005 and joined the European Union on January 1, 2007. Romania is now an upper-middle income country with high human development, although within the European Union, Romania's income level remains one of the lowest.

Romania has the 9th largest territory and the 7th largest population (with 21.5 million people) among the

*Romania
at a Glance*

GDP – purchasing power parity – \$255.4 billion (2009 est.)
 GDP - per capita (PPP): \$11,500 (2009 est.)
 GDP - real growth rate: -7.2% (2009 est.)
 Inflation Rate: 5% (2009 est.)

Labor Force: 9.33 million (2009 est.)
 Unemployment: 7.6% (2009 est.)
 Population: 22,181,287 (July 2010 est.)

Exports: \$38.1 billion (2009 est.)
 Exports - Commodities: machinery and equipment, textiles and footwear, metals and metal products, machinery and equipment, minerals and fuels, chemicals, agricultural products
 Exports - Markets: Germany 16.3%, Italy 15.4%, France 7.3%, Turkey 6.5%, Hungary 5%, Bulgaria 4.1% (2008)

Imports: \$49.2 billion (2009 est.)
 Import - Commodities: machinery and equipment, fuels and minerals, chemicals, textile and products, metals, agricultural products
 Import - Markets: Germany 16.1%, Italy 11.2%, Hungary 7.3%, Russia 5.9%, France 5.6%, Turkey 4.9%, Austria 4.8%, Kazakhstan 4.5%, China 4.2% (2008)

Foreign Exchange Rate: lei (RON) per US dollar - 3.07 (2009)
 Internet Users: 6.132 million (2008)
 Internet Hosts: 2.188 million (2009)

Source: CIA World Fact Book



European Union member states. Its capital and largest city is Bucharest, the 6th largest city in the EU with 1.9 million people. In 2007 the city of Sibiu was chosen as a European Capital of Culture. Romania also joined NATO on March 29, 2004, and is also a member of the Latin Union, of the Francophonie, of the OSCE and of the United Nations, as well as an associate member of the CPLP. Romania is a semi-presidential unitary state.

DSU Expands Course Eligibility for General Education Credits

There is great news for compliance professionals looking to complete their degree program through Dunlap-Stone University (DSU). The Admissions Office announced it has realigned which trade related courses meet various general education subject areas. Over the years, DSU has added significantly to its catalog to offer courses on industry topics and events as the world of international trade evolves.

This increase in courses accepted means students have more options for meeting the General Education component of the Bachelors Degree Program. For example, in addition to Psychology, Government, or other subjects that are historically categorized as Social Sciences, DSU has expanded the subject area definition to include many practical law courses – including compliance topics. Similar modifications have expanded the pool of available options for the Communications, Humanities, and Liberal Arts categories. This means that many of the general education requirements can now be met by completing trade related courses.

Interested in pursuing your degree with DSU? With more courses than ever before, we can offer a truly unique combination of curriculum to satisfy the degree requirements and the scope of your profession. Contact your Advisor or Counselor for more information at (800) 474-8013

Global Marketplace Gets Help Speaking Trade's Common Language

June 15, 2010 – International trade is about to get easier, more precise and less risky for trade professionals around the world. Phoenix, Arizona-based Dunlap-Stone University (DSU) and Atlanta, Georgia-based Global Educational Technologies (GET) have signed a Memorandum of Understanding to bundle the online English Certification Test (ECT) with DSU's

International Import-Export Institute's (IEI) Certified Exporter(R) program through DSU's online education portal. GET is the exclusive worldwide licensee of the ECT.

Developed at Brigham Young University (BYU), the ECT is a proctored test which assesses an individual's English language capabilities. Specifically, it tests an individual's abilities in speaking, listening, reading, and writing. Successfully passing the test certifies the level of an individual's English language abilities. Upon completion, the examinee receives a certificate with the BYU seal indicating his level of English language proficiency. Because English is the language of international trade, this assessment enables trade professionals to communicate more accurately and clearly with trade partners.

The online ECT has been successful in teaching English in pilot programs in Asia and Latin America and is now ready for use globally. The IIEI was chosen because of its focus on international trade certification and training. With the IIEI Certification programs already accepted in over 140 countries, it is expected the ECT program will have a significant impact by encouraging more people, worldwide, to pursue careers in one of the thousands of career choices in international trade.

While the program launch date at IIEI has not been set, Dr. Donald Burton, President of Dunlap-Stone

University, said the ECT program is expected to be available in late 2010. The program will be bundled with the IIEI's Certified Exporter(R) certification program for colleges, universities and training centers worldwide, building on what the school calls its

Approved Provider program. "Students will learn English at the same time they are learning the basics of international

trade," Dr. Burton said. "As the global marketplace expands, it becomes increasingly important that everyone involved in trade understand, read and write in English. English proficiency coupled with specific, practical industry knowledge gives traders an advantage by reducing errors and improving communication, which will help facilitate trade. The ECT program is a perfect match for IIEI's existing programs because it teaches English from a practical standpoint, applying it to everyday conversations in the workplace." Dr. Burton added that by pairing up the two programs, it gives schools around the world the opportunity to teach important skills crucial in the international arena, even if they may not have institutional resources or strengths in teaching practical English.

Schools interested in discovering how this new program can benefit them should email DSU for a program brochure at.

infoECT@dunlap-stone.edu

The International Import-Export Institute is the global NGO certification authority to the international trade industry. It has been recognized by the U.S. Commercial Service, the People's Republic of China and is widely accepted around the world as the standard setting organization for international trade.

Brigham Young University's "English Certification Test"

China Standards - Continued from page 1

trade-related communication, and reducing problems in the way trade is facilitated with customers and partners around the world. "As the global marketplace matures, it is important, for many reasons, that all nations adhere to global standards to help facilitate trade, utilize best practices, reduce errors and minimize risks," said Dr. Donald Burton, President of Dunlap-Stone University, the globally-recognized authority and administrator of the international trade certification program. "Countries that know the agreed-upon rules and language of international trade find global commerce a much easier task. China wants to be a country that is easy to trade with, and that is why they are investing in programs such as this one," said Dr. Burton. He added that those organizations that require foreign trade counterparts to be industry certified know what to expect when it comes to their abilities, code of ethics and professionalism. Anything less exposes an organization to more risk and problems. Trade partners gain confidence in return.

Jointly sponsored by the People's Republic of China State-owned Assets Supervision and Administration Commission (SASAC) and the State Administrative of Foreign Experts Affairs (TCSAFEA), the training prepared participants to sit for the challenging Certified Exporter(R) (IIEI-CE) examination. The Chinese government selected the IIEI's certification training program because of its depth and quality, as well as its acceptance in over 140

nations—nations they want to be able to trade with easily. By synchronizing their workers' knowledge with IIEI's global standards, China feels confident that it will be a preferred global trading partner to Certified Exporters(R) everywhere.

TCSAFEA invited Dr. Han Jinfeng, PhD from Tianjin University, a IIEI Certified International Trade Logistics Specialist(R), to serve as the key instructor to teach the prestigious group. The training was a combination of business practice and instruction in international rules and terminology, using the "IIEI Global Desk Reference Handbook" as the key reference throughout the training. The event also centered upon developing additional training opportunities and provided chances to enhance networking, exchanges and team spirit among participants. Training took place in the Social Security Building Center of Department of Life Insurance in Beijing China. Upon completion of the training, all participants sat for the two-hour certification examination. Observers say the training was warmly received.

Attending the opening and closing ceremonies were key, high-level management personnel from SASAC Group, TCSAFEA and Social Security Center of Department of Life Insurance. Training participants who successfully passed the Certified Exporter(R) exam joined the ranks of thousands of trade professionals worldwide who have earned this or one of the eleven other trade-related certification distinctions offered by IIEI Certification

The People's Republic of China's State-owned Assets Supervision and Administration Commission (SASAC) of the State Council said it takes responsibility as investor of state-owned assets on behalf of the central government to strengthen the management of state-owned assets in nine fields, according to SASAC Director Li Rongrong in Beijing. SASAC involvement shows the importance the central government places on having its export professionals become industry certified.

In their continuing effort to improve all aspects of international trade, the Chinese government has sponsored future advanced training events throughout China. The first will be held in June, 2010, targeting China's need to meet industry-accepted standards related to the global supply chain. Upon completion of the June training, attendees will sit for the IIEI Certification's four-hour Certified International Trade Logistics Specialist(R) (IIEI-CITLS) examination. China realizes that logistics is one of the areas within China that can be strengthened, allowing China to connect the interior of the country with global markets. Those earning the IIEI-CITLS certification designation will demonstrate their proficiency meeting global logistics standards. In doing so, members of China's supply chain will be able to assist in supporting their country's efforts to increase supply chain efficiency and create a seamless flow of raw materials and goods from its vast interior to foreign customers.

By demonstrating it meets IIEI global [trade] standards, China is confident that it be a preferred trading partner

The Chinese government has sponsored future [certification] training throughout China

Supply Chain - Continued from page 3

and procedures governing the partnership.

The overall results of our research show that both buyers and suppliers will benefit from these knowledge-sharing activities, but suppliers generally benefit more than buyers. Why is this so? Because the predominance of demand-driven supply chains in today's global marketplace, and the fact that suppliers are further away in the supply chain node from the final point of sale. Increased global competition also has forced supply chain managers to strengthen their agility and adaptability and to tie their planning and operations as closely as possible to real-time customer needs. As a result, the knowledge that buyers share with suppliers becomes more valuable. When the benefit pie turns out to be unequal size between buyers and suppliers, problems can emerge. If managers see relative gains as more important than absolute gains, it can undermine long-term cooperation within supply chains. There is a saying that, in the global marketplace, companies don't compete — supply chains do. A company may not benefit as much from knowledge-sharing activities as its partners. But in absolute terms, its performance will be enhanced significantly. Without participation from both sides, knowledge sharing would not take place, and the entire supply chain suffers.

Suppliers need to be willing to address the problem proactively when tension arises due to the real or perceived disproportional benefits on their part. They could demonstrate goodwill to the buyers who are more collaborative in knowledge sharing. For example, suppliers could offer support for customers' R&D programs, grant discounts or preferred customer status, or be more generous in the division of

profits with their customers. Through this revised "pie-sharing," both buyers and suppliers would ultimately benefit through the strengthening of the knowledge sharing efforts from both sides.

One of the more interesting findings in our research is that cross-national cultural differences between buyers and suppliers rarely matter when it comes to knowledge sharing. This is against traditional wisdom in which we had assumed that national culture and all of its nuances would impact the propensity to share knowledge and other valuable resources between cross-border business partners. Interviews with managers revealed the reasons of the new findings. In business-to-business settings, we are seeing a decrease in the influence of culture as it traditionally is perceived and an increase in 'cultural overlaps' as human resource elements within the firm become more diverse, and the firms themselves operate in more markets in the global setting. Recent research also has found that one of the major effects of globalization is the creation of a new identifiable class of managers who belong to an *emergent global culture*, especially in business markets.

As membership in this new global culture rises, many critics find a distinct threat to national cultures, resulting quite possibly in their eventual obsolescence. In the management of MNCs (multi-national companies), it is common to find an increasing number of managers who describe themselves as bi-cultural or multi-cultural. More and more, MNCs are managed by multi-cultural expatriates. This group of managers is adept at cross-cultural code switching and modification of their behavior to accommodate different cultural norms for appropriate behavior in cross-cultural scenarios. This shows a trend that implies a 'cross-vergence' of

cultures where the influence of societal values and economic ideology combine to produce a value system significantly disparate from traditional national cultures. Thus, globalization leads to significant cultural cross-pollination, and global managers tend to have values that are more in common with other global managers than with those of their own countries of origin. This seems to explain that managers' decisions about whether to share knowledge — and how to do it — are driven less by cultural norms and more by objective business decision making and market demands.

In the competitive landscape of global supply chains, knowledge sharing between buyers and suppliers has become increasingly critical. As concluded by a top executive in our interviews, "Even though it is often hard to quantify the actual size of the pie gained by each individual party, both sides have to look at the ultimate picture and be more in sync.... Businesses are constantly looking for best practice and best thinking. We have to put our cultural differences aside." Companies need to approach knowledge sharing with their global supply chain partners constructively in order to make their supply chains more competitive.

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Class Start Dates

July 2010

- BUS 401 Global Culture
- FAE 450 International Economics
- MGT 335 Modern Management Principles
- MGT 445 Competitive HR Management
- SCM 379 Warehousing Principles
- STM 160 Statistics in Business
- TRD 140 Importing Duties and Regulations
- TRD 225 Doc for the Global Village
- TRD 143 Introduction to CTPAT
- TRD 306 Understanding the ITAR
- FAE 301 Advanced Business Finance
- TRD 308 Mastering ITAR Exemptions
- TRD 320 Ethics in Trade Compliance
- HAS 184 Introduction to the Short Story
- TRD 304 Customs Broker Exam Prep
- TRD 307 Understanding the EAR
- BUS 405 Global Business Plan
- TRD 311 Document Export Compliance
- TRD 306 Understanding the ITAR

August 2010

- TRD 307 EAR Understanding the EAR
- TRD 320 ETC Ethics in Trade Compliance
- TRD 366 TIM Topics in Import Management
- BUS 102 BUS Introduction to Business
- TRD-365 EIIE Ethic in Import Compliance
- TRD-304 CUS Customs Broker Exam Prep
- BUS 111 CUS Customer Service Basics
- BUS 403 MAR Global Marketing
- BUS 440 LEB Legal Environ of Business
- FAE 230 ACCT Business Accounting
- HAS 103 CTA Critical Thinking & Analysis
- MGT 345 ORG Organizational Behavior
- SCM 125 PORT Port Authority
- SCM-127 FFP Freight Forwarding Practices
- SCM 376 PUR Purchasing Global Mkt
- SCM 412 SCM Global Supply Chain Strategy
- STM 385 INFO Info Systems in Global Business
- TRD 201 EXIM Exporting Importing Environment
- TRD 307 EAR Understanding the EAR
- TRD 311 DCE Doc for Export Compliance
- TRD 330 ECA Compliance Audits
- HAS 188 REV Intro to the Revolutionary War
- TRD 306 ITAR Understanding the ITAR

September 2010

- TRD 317 FCPA Introduction to FCPA
- TRD 320 ETC Ethics in Trade Compliance
- BUS 404 RSCH Researching the Global Village
- TRD 307 EAR Understanding the EAR
- TRD 311 DCE Doc for Export Compliance
- TRD 306 ITAR Understanding the ITAR
- TRD 214 TC1 Trade Compliance Environment 1
- BUS 113 TCB Topics in Contemporary Business
- BUS 118 WRI Introduction to Business Writing
- BUS 303 ETH International Business Ethics
- FAE 263 PME Principles of Micro Economics
- FAE 302 FIN Global Finance
- HAS 105 WAC Writing Across the Curriculum
- MGT 402 GSM Global Strategic Management
- MGT 445 HRM Competitive HR Mgmt
- SCM 202 LOG 21st Century Logistics
- SCM 379 WAR Warehousing Practices & Principles
- TRD-299 AUI Agreements under the ITAR
- TRD-141 Incoterms 2010
- TRD 129 IMP Introduction to Importing
- TRD 225 DOC Doc for the Global Village
- TRD 306 ITAR Understanding the ITAR
- TRD 320 ETC Ethics in Trade Compliance

All course offerings are subject to change and cancellation based on student enrollment and other considerations. Call your enrollment counselor regarding course offerings.



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Waiting List for Master of Business Administration Degree

Although not expected to be available until 2011, in an effort to ensure we have ample resources, Advisors and Counselors are compiling a list of students who may want to enroll in the MBA program once it is licensed and receives accreditation.



Have you visited the DSU Online Store yet?

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It's new and growing

Important Notes

Read the article on page 14 to discover how you will soon get your *course grades*.

There is still time to enroll in the Bachelor degree program to start in Fall Semester. But time is running out.

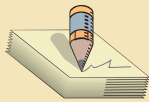
If you believe you are close to graduating, remember when you have fewer than six remaining classes you should have the Registrar's Office perform an audit to ensure you are ready to graduate.

Congratulations New Graduate

One student earned her Bachelor of Science in International Trade Management degree with an emphasis in Trade Compliance Management in June 2010.

• Linda Avila

The university's administrative staff, faculty and your fellow classmates salute you for your life changing achievement, Congratulations!



Dunlap-Stone University Student Honor Roll

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The students shown here have demonstrated outstanding "A" performance for two or more consecutive semesters.

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 Dave Baptiste - FL
 Debra Blalock - NC
 Gary Bledsoe - MO
 Debra Brown - FL
 Jennifer Brown - VA
 Laurie Brunke - SC
 Daniel Bustillos - Bogota, Colombia
 Joseph Caputo - AZ
 Glenn Carberry - NY
 Denice Clark - AZ
 William Collins - FL
 Victoria Connelly - WI
 Kendra Cook - VA
 Jason Cress - IL
 Jennifer Eisan - NH
 Laura Forte - AL
 Andrea Gulacsi - PA
 Jan Hoffman - WI
 Cindy Hollohan - MA

Murray Holmes - OH
 Christina Homenick - FL
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 Nathan Johnston - CA
 Mery Jones-Prout - FL
 Arthur Kear - PA
 Kathleen Kobran - VA
 Diana Krekelberg - WA
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 Jeffrey Marden - CO
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 Gamaris McNally - NC
 Larry Medford - FL
 Sheri Medlin - SC
 Katrina Michaelis - ID
 Anthony Munguia - TX
 Douglas Munro - MI

Diane Nally - FL
 Barbara Pearson - TX
 Annessa Pellicano - TX
 Kristen Pittas - MD
 Richard Powell - VA
 Kimberly Pritula - NH
 Robert Pugh - NM
 Joanna Raible - AZ
 Laurie Rankin - MI
 Kendra Riley - GA
 Robyne Roberts - FL
 Robert Rulavage - PA
 Heidi Sankey - WI
 Vincent Schwalbe - WI
 Ulla Skeffington - NC
 Nikita Stamm - KY
 Judit Tanai - CA
 Kerry Treadman - IL
 Robert Valdivia - CA
 Denise Van Amstel - TN
 Christopher Vaness - CO
 Kelly Waterhouse - AZ
 Charlton Winston - FL
 Philip Zerbe - AZ

Congratulations to Everyone! Well done!

Chinese Producers Dominate \$8.2 Billion EU Counterfeit Market

By Jonathan Tirone
Bloomberg

June 17 (Bloomberg) — Chinese producers, with the aid of organized criminal networks, control the \$8.2 billion European market for designer-clothes knockoffs, fake electronics and uninspected airplane parts, the United Nations says.

Customs officials can't keep up with shipments of bogus products from China that have followed a surge in European imports from Asia in the last decade, said Antonio Maria Costa, director of the UN Office on Drugs and Crime.

"We see a relatively fixed portion of trade being illegitimate, piggyback riding on the legitimate trade," he said in a June 10 interview in Vienna. "You have a gigantic trade market exploding" and the absence of global regulation "inevitably brings along the emergence of this counterfeit market."

European criminal gangs are helping to distribute phony Chinese goods, according to the UN, which today released a 300-page study on international organized crime. The report comes while the European Union considers broadening duties on Chinese goods because of alleged state subsidies. Costa, a former secretary general of the European Bank for Reconstruction and Development, warned that fakes threaten public safety.

"There are a dramatic number of counterfeits in manufacturing," Costa said. "When we climb on a plane, there is a risk that some of parts have been pirated and therefore don't meet specifications."

Seizures Surge

The Organization for Economic Cooperation and Development said

in 2007 that the international trade in counterfeit goods is worth about \$176 billion, accounting for around 2 percent of global trade. Chinese producers have 55 percent, the United Arab Emirates has 12 percent and Taiwanese manufacturers have 10 percent of the European market in fake products, according to the UN report.

The EU and China have discussed restricting shipments of phony goods to Europe in the past. Chinese customs authorities seized \$490 million worth of counterfeit items last year, up from \$221 million in 2008.

In Europe, customs officials seize an average of more than 130 counterfeit shipments a day, the vast majority of which come from China, the UN reported. The 27-nation bloc imported 769 billion euros (\$930 billion) of Chinese goods in 2008, according to Eurostat, the EU's statistics office.

While the \$8.2 billion illicit market pales in comparison with the total market for legitimate trade between China and Europe, the figure is more than four times larger than French luxury-maker Hermes International SCA's 1.9 billion euros of revenue last year.

Costa is calling on UN-member states to strengthen trade regulation and enforce the Palermo Convention, the 2000 international agreement to crack down on organized crime.

Source: <http://www.businessweek.com/news/2010-06-17/chinese-producers-dominate-8-2-billion-eu-counterfeit-market.html>

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Going green with e-grades

Dunlap-Stone University is making the transition to electronic-delivery of grade cards for individual classes in an effort to speed up delivery time and reduce our impact on the environment. This paperless grade notification allows the student to still receive an official document that can be turned into employers or other authorized third-parties, without the wait or hassle of snail mail. Students may also order originals or replacement hardcopies of grade cards, transcripts or certificates of completion online via our secure store at any time.

DSU expects to implement this change very soon, so look for details in your future enrollment paperwork and in the classroom. Thanks for your help in reducing the printer and paper usage!

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Interested in knowing how quickly you can earn your degree at DSU, but not sure about formally applying? If you are a student looking for an informal evaluation of prior learning / experience before submitting your official application, DSU's Administration team can help.

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IEI Certification Adds Approved Providers

The International Import-Export Institute is pleased to announce the addition of the following outstanding organizations to IIEI Certification's [Approved Provider Program](#). As new Approved Providers (APs), these organizations join more than 1500 existing APs worldwide who are authorized by IIEI to teach the Certified Exporter® Certification program and to serve as testing centers for industry certification. Congratulations to our new partners

- [Foreign Trade Line e-International Trade School – Istanbul, Turkey](#)
- [Kansas World Trade Center, Inc. – Wichita, KS, USA](#)
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- [California State University Fullerton – Center for the Study of Emerging Markets – Fullerton, CA, USA](#)

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Wang Ning	Lin Xin	Deng Jing	Pu Liang
Zhang Li	Wang Wei	Sun Gang	
Wu Ran	Zhang Xu	Li Kang	
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Zhao Mingkuan	Wang Xiaohuan	Zhao Yuan	

* Note all CITLS without country name shown are from the People's Republic of China



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