

Advance Export Practice and Trade Finance Training for Small and Medium Enterprises in Croatia

26 - 28 November, 2019
Hotel Canopy by Hilton, Zagreb

„Advance Export Practice and Trade Finance Training“ is a 3-days course developed for Croatian small and medium size enterprises (SMEs) which are already exporting but want to acquire additional knowledge and implement best international practices in order to increase export and open new markets. The training will be delivered from **26 to 28 November, 2019** in Hotel Canopy by Hilton, Ulica Kneza Branimira 29, Zagreb.

The content of the Training includes the following key topics:

- Assessing new markets and preferential trade agreements;
- Using market access databases and the IFC Trading Across Borders Indices;
- Export market research, visiting the market;
- The WTO Trade Facilitation Agreement;
- Export credit risk and credit control;
- Mitigating the credit risk;
- Selection of appropriate payment terms;
- Trade finance options – forfeiting, factoring, credit risk insurance, EBRD’s Trade Facilitation Programme (TFP);
- Payment terms – advance payment, open account, documentary collections, bills of exchange;
- Documentary Letters of Credit – introduction and procedure flow;
- Types of letter of credit;
- Letters of Credit – Uniform Customs and Practice and international standard banking practice – UCP 600;
- International Standard Banking Practice;
- Preparation of documents;
- Discrepant documents – issues and solutions;
- Quick fire updates on Incoterms 2010 and WCO SAFE Framework
- Incoterms 2020.

The training is delivered by Jon Walden, an internationally recognised expert in international trade procedures, operations and competitiveness, from Crown Agents Ltd. It is designed for SMEs and it provides an option of 90 minutes of follow-up mentoring per company to be completed within 2 months of the course delivery. It will be delivered in English language (translation will not be provided).

This training is co-financed by the European Union and the European Investment Bank Advisory Hub. Participants contribute with HRK 2220 per participant; this fee partially covers the cost of the training delivery, training materials and meals.

All participants will receive a completion certificate.

To apply, please fill out the attached form and send it to Goran Peršić persicg@ebrd.com not later than 13 November, 2019. The number of places is limited, early application are encouraged. For more information, please contact us by e-mail or by phone (01) 6000 310.

Meet your trainer: Jon Walden, Senior Adviser, Customs and Trade Facilitation



Jon has extensive expertise in export and trade facilitation. He has an international trade and logistics background spanning 30 years, which provides a sound platform for his roles as consultant, trainer and author on all elements of international trade, transport and supply chain logistics. He has worked for Crown Agents for 20 years.

Jon is an accredited trainer in trade facilitation, international shipping and transportation, trade finance, export competitiveness, tariff and non-tariff barriers to trade and management, and customs processes and procedures. Training he has delivered in recent years includes Crown Agents' international trade procedures training programme and logistics related commercial training courses in Jordan, Libya, Mexico, Sierra Leone, Switzerland, Nigeria, Mozambique and Kenya. He has trained both large entities including BP Chemicals, Motorola, and Xerox and SMEs, including through trade associations such as the Ethiopia Coffee Exporters Association. Jon is a Fellow of the Institute of Export and International Trade and of the Institute of Freight Professionals. He has supported the Export Development Agencies of Zimbabwe, Nigeria, Kenya, Jordan and Sierra Leone.

He has been our Director of Studies throughout Crown Agents' work with EBRD. His experience enables him to develop and deliver training and mentoring programmes that are customized and adapted to the needs of each country in the region.