



CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION

CONNECT. COLLABORATE. ENABLE. GROW.

INSTITUTIONAL CAPABILITY-BUILDING PROGRAMME

10-Day Intensive Programme on International Trade Practical Exposure

Empowering Faculty of Management, Commerce & Allied Institutions to professionally equip their students for global business, entrepreneurship and capability building



FROM CLASSROOM KNOWLEDGE TO GLOBAL BUSINESS EXECUTION

Coordinated and jointly organised by CITEP in collaboration with the participating institution or agency

1. THE INSTITUTIONAL OPPORTUNITY

The Gap Is Not Knowledge Alone — It Is Execution

Management and commerce education provides a strong conceptual foundation. International business, however, requires practical understanding of how a transaction is developed, structured, documented, financed, shipped, promoted and negotiated.

CITEP proposes a practitioner-led 10-Day Institutional Capability-Building Programme designed to equip faculty members and institutional teams with practical, current and execution-oriented knowledge that can subsequently be transferred to students, entrepreneurs and aspiring exporters.

The Core Purpose

CONVERT KNOWLEDGE → CAPABILITY → EXECUTION

Bridge conceptual learning and practical international-business execution.

Build faculty capability across the major stages of an international business transaction.

Provide reusable cases, templates, frameworks and working tools.

Enable faculty to transfer practical learning to students and entrepreneurship initiatives.

Create a continuing institutional resource rather than a one-time training event.

2. WHY THIS PROGRAMME?

- The Missing Link Between Academic Learning and International Business Execution

The practical export environment requires people who can answer questions that extend beyond theory and into actual transaction execution.

Which products have realistic international demand?

Which countries should be evaluated — and on what basis?

How should an export opportunity be commercially evaluated?

How is an export business legally structured?

What registrations and compliances are required?

How should actual export cost and margin be calculated?

When should FOB, CIF or other Incoterms be considered?

How should shipping and documentation be managed?

How can international payment and credit risks be controlled?

How can suitable overseas buyers be identified and validated?

How can digital channels generate international enquiries?

How should an exporter approach, negotiate with and convert an overseas buyer?

What Makes This Programme Different?

NOT JUST ANOTHER CERTIFICATE PROGRAMME

The programme is deliberately designed around practical outputs rather than passive attendance. Participants work through the major stages of an international business transaction and develop tangible working documents, frameworks and business tools.

EXPERT KNOWLEDGE + DEMONSTRATION + TEMPLATES + CASES + HANDS-ON APPLICATION + BUSINESS OUTPUT

3. THE GLOBAL EXPORT BUSINESS ROADMAP

Participants work towards a practical Global Export Business Roadmap covering the connected stages of an export opportunity.

The Connected Journey

01 Product & Market Selection

02 Legal & Regulatory Setup

03 Costing & Pricing

04 Logistics & Incoterms

05 Documentation & Compliance

06 Payment Security & Credit Risk

07 Trade Opportunity Mapping

08 International Buyer Prospecting

09 Digital Market Entry

10 Negotiation

11 Execution Strategy

The End Product

Product Selection

Market Selection

Legal & Regulatory Framework

Export Costing

Commercial Pricing

Logistics Plan

Documentation Framework

Payment-Risk Strategy

Incentive & Trade Opportunity Mapping

International Buyer Prospecting

Digital Market Entry Plan

Negotiation Strategy

Execution Roadmap

The roadmap is intended to give participants a connected view of how an export opportunity can be developed into a structured business proposition.

4. 10 DAYS. 3 PHASES. ONE COMPLETE GLOBAL BUSINESS JOURNEY.

PHASE 1 — BUILD THE FOUNDATION

DAY 01 — GLOBAL MARKET & PRODUCT OPPORTUNITY

Purpose: Understand global trade patterns, product suitability and destination-market opportunities.

Practical focus: Product suitability, international demand patterns and destination-market considerations.

Capability outcome: Identify and evaluate potential export products and priority markets.

DAY 02 — LEGAL & REGULATORY FOUNDATION

Purpose: Understand the business and compliance foundations required before attempting an export transaction.

Practical focus: Business structures, IEC, RCMC and essential export-related registrations and compliance requirements.

Capability outcome: Develop a practical legal and compliance setup checklist.

DAY 03 — EXPORT COSTING & COMMERCIAL FINANCE

Purpose: Develop practical understanding of actual cost, margins and export pricing.

Practical focus: FOB/CIF costing, export-related costs, margins and currency-risk considerations.

Capability outcome: Develop a practical multi-currency export costing and pricing model.

5. THE 10-DAY JOURNEY — PHASE 2

PHASE 2 — LEARN TO EXECUTE THE TRANSACTION

DAY 04 — LOGISTICS & INCOTERMS

Purpose: Understand how logistics decisions influence cost, delivery responsibilities and risk.

Practical focus: Ocean, air and multimodal logistics and commercial responsibilities under different Incoterms.

Capability outcome: Build a shipping decision framework balancing cost, time and risk.

DAY 05 — EXPORT DOCUMENTATION & COMPLIANCE

Purpose: Understand the principal documentation used in an export transaction and its practical sequence.

Practical focus: Commercial invoices, packing lists, bills of lading, certificates of origin and related export documentation.

Capability outcome: Prepare a practical set of export documentation using working templates.

DAY 06 — INTERNATIONAL PAYMENTS & CREDIT RISK

Purpose: Understand major international payment mechanisms and the commercial risks associated with them.

Practical focus: Letters of Credit, bank guarantees, open-account transactions and export credit insurance.

Capability outcome: Develop a practical framework for evaluating and managing international payment risk.

DAY 07 — EXPORT INCENTIVES & TRADE OPPORTUNITIES

Purpose: Understand relevant export-promotion mechanisms and trade-policy opportunities.

Practical focus: Duty-related benefits, trade-policy opportunities and relevant Free Trade Agreement considerations.

Capability outcome: Develop an incentive and opportunity-mapping framework.

6. THE 10-DAY JOURNEY — PHASE 3

PHASE 3 — FIND THE BUYER & TAKE THE BUSINESS GLOBAL

DAY 08 — INTERNATIONAL BUYER DISCOVERY

Purpose: Develop practical approaches to identifying prospective overseas buyers.

Practical focus: B2B networks, trade desks, international fairs and other buyer-discovery channels.

Capability outcome: Develop a targeted international buyer-prospecting pipeline.

DAY 09 — DIGITAL CROSS-BORDER BUSINESS

Purpose: Understand practical digital approaches to international visibility and cross-border business development.

Practical focus: International digital selling, B2B visibility, search optimisation, web presence and selected global marketplace opportunities.

Capability outcome: Develop a practical digital deployment roadmap for international visibility.

DAY 10 — INTERNATIONAL NEGOTIATION & FINAL BUSINESS ROADMAP

Purpose: Practise buyer communication and commercial negotiation through realistic situations.

Practical focus: Buyer communication, commercial negotiation and counter-offer situations.

Capability outcome: Present and refine a completed Global Export Business Roadmap.

7. PRACTITIONER-LED LEARNING

The programme emphasises experienced practitioners and subject specialists so participants can understand how the international trade system actually works in practice.

International trade and export operations

Banking and trade finance

Export credit and risk management

Customs and regulatory procedures

Logistics and shipping

Export promotion and trade development

Digital international marketing

International business development

Successful exporting enterprises

The Learning Progression

LEARN → PRACTISE → BUILD → PRESENT → APPLY

Learn the concept and commercial context. Practise through examples, cases, documents and realistic situations. Build the relevant business tool, framework or document. Present and explain the proposed approach. Apply the learning subsequently in teaching, entrepreneurship or actual business situations.

8. WHY SHOULD AN INSTITUTION CONSIDER THIS PROGRAMME?

STRENGTHEN FACULTY CAPABILITY

Enable faculty members to supplement theoretical teaching with practical international-business knowledge and tools.

CREATE PRACTICAL STUDENT VALUE

Use knowledge, cases, templates and frameworks to make classroom learning more application-oriented.

STRENGTHEN INDUSTRY-ACADEMIA CONNECTIVITY

Bring experienced practitioners and industry professionals into the academic learning ecosystem.

DEVELOP ENTREPRENEURIAL CAPABILITY

Help students understand international entrepreneurship and business opportunities alongside conventional career pathways.

CREATE A REPEATABLE INSTITUTIONAL RESOURCE

Build a foundation for subsequent workshops, student projects, entrepreneurship initiatives, export clubs and international-business activities.

The Institutional Advantage

This is not positioned merely as a 10-day event. It can become the beginning of a broader institutional capability-building initiative.

9. FROM FACULTY CAPABILITY TO INSTITUTIONAL CAPABILITY

- 01 Faculty Capability Building
- 02 Student Practical Training
- 03 Export & Entrepreneurship Projects
- 04 International Buyer-Discovery Exercises
- 05 Industry Interaction
- 06 Entrepreneurship & Export Awareness
- 07 Potential MSME / Startup Engagement
- 08 International Business Ecosystem Development

The programme can therefore serve as a foundation for subsequent institutional activities rather than remaining a stand-alone training event.

What Participants Work Towards

At the end of the programme, participants should have worked through the major components required to build an export opportunity into a structured business proposition.

A PRACTICAL GLOBAL EXPORT BUSINESS ROADMAP

10. A PROGRAMME DESIGNED FOR THE REAL WORLD

International trade involves multiple interconnected stakeholders. Therefore, the programme does not look at exporting as merely a marketing subject. It brings together:

Business Formation

Trade Regulation

Product & Market Research

Commercial Costing

Banking & Finance

Credit Risk

Logistics

Documentation

Customs & Compliance

Trade Promotion

Digital Business

Buyer Development

Negotiation

Entrepreneurship

ALL WITHIN ONE INTEGRATED LEARNING JOURNEY.

From Faculty Training to Global Business Capability

ACADEMIC KNOWLEDGE ↔ BUSINESS EXECUTION

The long-term objective is to help participating institutions create a stronger bridge between academic knowledge and business execution, so that students are exposed not only to what international business is, but also to how international business is actually done.

11. THE INSTITUTIONAL PROPOSITION

Build the Capability Before You Teach the Opportunity

Faculty capability

Practical management education

International business exposure

Entrepreneurship education

Industry interaction

Export awareness

Student employability and enterprise readiness

Global business orientation

10 DAYS TO LEARN THE SYSTEM.

A CAPABILITY TO CONTINUE THE JOURNEY.

The Programme Promise

The objective is not merely to complete 10 days of training. The objective is to create people who can subsequently train, guide and support others in taking a real export opportunity towards execution, while adding practical value to student learning and institutional capability.

12. PROGRAMME EXECUTION STRATEGY

Programme at a Glance

Total Number of Days: 10

Total Session Hours: 60 hours

Morning: 09:45 a.m. to 01:00 p.m.

Lunch: 01:00 p.m. to 02:00 p.m.

Afternoon: 02:00 p.m. to 05:15 p.m.

Tea Break: 15 minutes during the session.

Morning and afternoon sessions divided into two sections, each handled by subject specialists / senior-level officials of relevant authorities or agencies, serving or retired, as appropriate.

Suggestive Delivery Pattern

The programme would be conducted on Friday and Saturday of each week, running over five consecutive weeks, subject to mutually agreed scheduling.

Course materials for the subjects handled would be provided to participants.

Participants would submit a brief overview of what they learned at the beginning of the following programme day.

A programme certificate would be issued jointly by CITEP and the Co-Organiser, subject to the agreed programme framework.

Programme Finalisation

Specific dates, participant strength, venue, faculty arrangements, programme fee, travel and accommodation arrangements and other event-related responsibilities shall be mutually finalised before commencement.

13. CITEP – PARTICIPATING INSTITUTION ROLES & RESPONSIBILITIES

The proposed programme is intended to be coordinated and jointly organised by CITEP in collaboration with the participating educational institution or other appropriate organisation.

CITEP Responsibilities

- Preparation and finalisation of the complete programme curriculum and session structure
- Presentation materials, programme resources, practical exercises, templates and other learning materials

Identification and coordination of suitable faculty members, subject experts, practitioners and resource persons

Faculty participation and programme scheduling

- Faculty travel, accommodation and stay, wherever applicable and as agreed
- Academic sessions, practical exercises, demonstrations, case discussions and other programme activities

Technical and academic guidance

- Overall coordination of the CITEP component from curriculum preparation through programme delivery

Participating Institution Responsibilities

- Identification and mobilisation of participating faculty / participants
- Internal communications, nominations or invitations, as applicable

Suitable venue and required infrastructure

Refreshments, lunch and participant hospitality

Local coordination and support

Registration, attendance and participant coordination

Facilitation of smooth programme conduct at the venue

Other agreed event-organising expenses

14. PROGRAMME FEE & FINANCIAL RESPONSIBILITY

The programme shall be conducted on a collaborative basis between CITEP and the participating institution.

The participating institution shall bear the programme fee payable to CITEP, as mutually agreed based on scope, duration, participant strength and programme requirements.

The participating institution shall meet event-organising expenses within its agreed responsibilities, including venue, refreshments, lunch, local arrangements and related requirements.

CITEP's faculty travel, accommodation and related faculty arrangements shall be handled as part of CITEP's programme coordination responsibilities, unless otherwise mutually agreed.

Clear Division of Contribution

CITEP CONTRIBUTES

PARTICIPATING INSTITUTION CONTRIBUTES

CURRICULUM • CONTENT • FACULTY • EXPERTISE • PROGRAMME PREPARATION • TECHNICAL COORDINATION

• PROGRAMME FEE TO CITEP • PARTICIPANTS • VENUE • LOCAL FACILITIES • HOSPITALITY • EVENT SUPPORT • INSTITUTIONAL COORDINATION

Joint Programme Positioning

- "Coordinated and Jointly Organised by CITEP in Collaboration with [Name of Participating Institution]"

15. CITEP SCOPE & CLOSING PROPOSITION

Scope of CITEP

CITEP's role is undertaken within its broader not-for-profit objective of promoting and supporting:

TRADE • EXPORT • ENTREPRENEURSHIP • AGRICULTURE

Through collaborative initiatives, CITEP seeks to bring together relevant stakeholders, practical expertise, knowledge resources and institutional participation to support capability development, awareness, enterprise development and greater participation in domestic and international business opportunities.

Mutual Understanding

Specific programme dates, participant strength, venue requirements, faculty arrangements, programme fee, travel and accommodation arrangements and other event-related responsibilities shall be mutually finalised between CITEP and the participating institution before commencement of each programme.

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