



EXPORT FINANCE  
ASSISTANCE CENTER  
of Washington



*Allocca  
Enterprises, Inc.*



### Register for one of 2 event locations:

January 13, 2016  
8:30am - 4:30pm  
**Seattle, WA**

May 25, 2016  
8:30am - 4:30pm  
**Spokane, WA**

Cost is \$55 per person  
(pre-register by December 18th for  
Seattle and May 4th for Spokane)  
\$65 per person (register after  
December 18th and May 4th  
respectively).

Cost includes all reference  
material, morning coffee & lunch.  
Seating is limited, payment is  
required to guarantee a seat.

*This training usually costs \$250  
but is in part funded through the  
State Trade and Export  
Promotion (STEP) Grant under the  
U.S. Small Business*

## International Banking and Incoterms Training

### Program Overview:

The first half of the training will help you understand when and how to use a Letter of Credit (L/C) to your advantage and will help you answer the question: What is a letter of credit and should you be using one to manage your risk and exposure? After this training you be more familiar on specific strategies and tools to use when beginning a negotiation with an international client as well as learn how to integrate incoterms strategically.

The second half of the training you will learn how to determine responsibilities between buyer and seller through transfer of risk, insurance, documentary requirements, and cost of freight through proper use of incoterms.

### Topics Include:

- What are my risks with international banking options? Open account, cash against documents, avail's, Letter of Credit (L/C) and prepayment.
- What is a Letter of Credit and how can I make it work for me?
- What documentation is required for an L/C?
- Strategies and templates to use when negotiating an L/C.
- A complete review of all 11 incoterms– what are they, when and how to use them
- Understanding how to incorporate proper usage of incoterms into proforma and commercial invoices
- Strategies on how incoterms should be used to increase sales and lower unnecessary liability/ exposure costs
- Common errors when using incoterms and how to turn those into your advantage

### Who should attend?

Anyone involved with exports including: sales, customer service, traffic, purchasing, compliance, management, shipping and finance

\*\*This full day training is eligible for (6) NASBITE-CGBP Re-Certification CEU's\*\*

### About the facilitator:

*Mike Allocca is a nationally recognized speaker and president of Allocca Enterprises, a consulting and training company that specializes in import and export procedures, regulations, documentation, classification and compliance audits. After spending over ten years as a freight forwarder, Mike conducts on-site and public training seminars domestically and internationally and works on a daily basis with importers and exporters.*

**Must RSVP via email completed registration form Attn: Mike Allocca to [admin@alloccaenterprises.com](mailto:admin@alloccaenterprises.com) or fax to (803)-684-8015 . Please go to [www.alloccaenterprises.com](http://www.alloccaenterprises.com) to pay on-line.**

# Registration Form - International Banking and Incoterms

Pre-payment is nice, if you can get it, but it can put you at a competitive disadvantage. Are you aware of all of your options: letters of credit, cash against documents, open account, avail's, and prepayment? Why leave all the options up to your customer? When it comes to getting paid do you think they will always have your best interests in mind?

How can you use incoterms to minimize your company's exposure, reduce risk, save money, and even increase sales? Learn how to determine responsibilities between buyer and seller through transfer of risk, insurance, documentary requirements, and cost of freight through proper use of incoterms. This course will provide the latest Incoterms 2010 chart.

## **Topics Include:**

*What is a Letter of Credit (L/C)?*

*L/C Presentation: What are my options? Time, sight, drafts.*

*L/C Negotiation - Understanding role of issuing, advising, confirming and negotiating banks.*

*L/C Documentation - Who is responsible for creation and accuracy of proforma invoices, insurance or inspection certificates, choosing terms of sale. What is the bank's role with these documents? Common L/C discrepancies-expiry dates/import licenses/certificates of origin/payable at sight of U.S. bank. Definitions of all terms and parties, such as applicant, beneficiary, T/T, documentary collection.*

*Specific strategies and templates to use when negotiating a L/C.*

*Learning the difference between international incoterms and the domestic FOB terms.*

*A listing of common incoterms errors that most companies make and how to avoid them.*

*Understanding the difference between term of sale and term of payment.*

*Sales strategies, quoting with incoterms, how to build profit into your exports.*

*Limiting liability/exposure and costs.*

**Who should attend:** Traffic managers, purchasing managers, plant managers, shipping/receiving personnel, compliance officers, ISO managers, sales managers/department personnel, customer service managers, anyone involved/concerned with export compliance.

Detach from here and mail in with payment

International Banking and Incoterms

\$55 register by December 18th for Seattle May 4th for Spokane / \$65 after December 18 and May 4th respectively.

**Checks must be received no later than January 16th and May 18th 2016 respectively.**

Please choose which city: ☐ Seattle ☐ Spokane

Company Name \_\_\_\_\_ Number of attendees \_\_\_\_\_

Attendee # 1 \_\_\_\_\_ Attendee # 2 \_\_\_\_\_

Telephone # \_\_\_\_\_ 1<sup>st</sup> e-mail address \_\_\_\_\_

Fax # \_\_\_\_\_ 2<sup>nd</sup> e-mail address \_\_\_\_\_

Payment: (please mark) ☐ Check ☐ Credit Card (Pay Pal charges a 5% surcharge to use Amex, Visa, Mc or PayPal -please go to [www.alloccaenterprises.com](http://www.alloccaenterprises.com) to pay online)

**Please make checks payable to Allocca Enterprises, Inc. & mail payment to 356 Cameron Road, York, SC 29745**

**\*\* Cancellations must be received 72 hours (3 complete business days) in advance of the program in order to receive credit towards a future program.**

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