

## Diploma of International Trade Information Pack



*At the 34<sup>th</sup> IATTO Forum – Stockholm (above) during which the New Zealand School of Export was awarded Institutional Status, and School Director Romuald Rudzki was elected to the IATTO Board.*



## Introduction to the New Zealand School of Export

The New Zealand School of Export is committed to raising international trade through the professional training of company staff. The School is New Zealand's *sole provider* of qualifications which are internationally accredited by the global body IATTO (the International Association of Trade Training Organisations). The qualifications we offer are the Certificate and Diploma of International Trade delivered via distance education to an exporter's own desk.

The need for globally recognised qualifications for exporters was first identified by Bob Walters, CEO of Export New Zealand (ENZ). In 2005, Dr Robin Smith and Dr Romuald Rudzki established Export Training Services Ltd (ETS) to provide training for exporters and worked with the Canadian IATTO member FITT.



Dr Robin Smith and Dr Romuald Rudzki

In July 2007, ETS launched the FITT Certificate and Diploma of International Trade as a pilot which attracted financial assistance from NZTE. The results from the pilot group were ranked second overall throughout the FITT network of over 60 providers and following this success, ETS established the New Zealand School of Export as a non-profit making Charitable Trust to ensure its sustainability in the long-term.

In September 2008, the School was granted Accredited Provider status by IATTO, which means the School no longer has to partner with FITT, but now offers its own approved learning materials and award internationally recognised New Zealand School of Export qualifications. In February 2009, the School proudly celebrated its first graduates from the programme.

Governed by a Board of Trustees, the School has an independent Advisory Council which comprises representatives from industry and government (NZTE), as well as School staff and participants in the Diploma.

Those completing the Diploma are eligible to apply for the designation of Global Trade Professional™.

### Our Promise

- We are easy to do business with.
- We endeavour to always respond within 24 hours on weekdays.
- We are approachable, respectful and honest.
- We will listen and provide accurate, non-political and independent advice.
- We will provide globally accredited qualifications and professional development that are relevant to you.

## Why study with the New Zealand School of Export

- The New Zealand School of Export is the **sole provider** of the internationally accredited Certificate and Diploma of International Trade in New Zealand
- The School is a **Charitable Trust** - so we constantly re-invest in our training programmes, in scholarships, and the **service** we can provide to you rather than worrying about profits and keeping shareholders happy by extracting value from the School.
- School staff are all **professionally qualified** and **experienced** in their field.
- **Personal tutors have all completed the Diploma of International Trade** by distance learning, while working full-time - so we will have a real understanding of what you are going through as we have all been through it before you!
- Through the School you will access a network of Adjunct Faculty - all **highly experienced** exporters in their own right.
- Our course fees include all hard and e-copies of materials, exam fees (first sitting), Graduation Certificates and Diplomas - there are **no hidden charges**.

## The Benefits of studying with us

### Key benefits to you

- Prestigious, internationally accredited professional qualifications
- Practical learning materials written by exporters for exporters
- Delivered via distance learning to specifically meet the needs of exporters
- One-on-one support from the team of qualified and experienced practitioners
- Free access to our unique, specialist Export Library & Information Services

### Key benefits to your business

- Immediate application in the workplace
- Growth in exports by building a professionally qualified and experienced staff
- Improved credibility with customers and differentiation from the competition
- Reductions in costly errors through lack of knowledge

## What you can study with the New Zealand School of Export

The School delivers two qualifications - the Certificate and Diploma of International Trade. By the end of the Diploma of International Trade you will have learned everything you need to produce a comprehensive International Business Plan to take your business forward and will also know how to:

- Understand the global context within which international trade takes place
- Devise and implement an export strategy for *any* chosen market
- Develop export costing, pricing, product, promotion and distribution
- Develop and implement an effective export marketing plan
- Decide on the right course of action for financing export deals
- Analyse a balance sheet and income statement of potential buyers/suppliers
- Develop an effective income and expenditure budget for export
- Make policies regarding the management of personnel at home and overseas
- Integrate your international trade activity within your business

The **Diploma of International Trade** comprises eight highly practical modules that focus on the fundamentals of international trade:

<b>Certificate of International Trade</b>
Module 1 - Global Business Environment
Module 2 - International Trade Research
Module 3 - International Marketing
Module 4 – International Trade Logistics

<b>Diploma of International Trade</b>
Module 5 - International Trade Finance
Module 6 - International Market Entry
Module 7 - Legal Aspects of International Trade
Module 8 - International Trade Management

Modules are designed to be studied sequentially as each one builds upon the knowledge and skills developed in previous modules.

## **Module 1: Global Business Environment**

As global trade barriers come down, New Zealand companies must learn to compete internationally. Global Business Environment will introduce you to the fundamentals of International Trade. You will cover:

- Studying the Diploma
- The Big Picture
- The Global Business Environment
- New Zealand's Place in the World
- Getting ready to export
- The International Business Plan
- Travelling overseas
- Preparing for the future

## **Module 2: International Trade Research**

Research in business is all about asking the right questions in order to get the information you need to make the best decisions. True business success in international trade depends greatly upon getting accurate and reliable information, so that you are not left wasting time, effort and money which would have been better spent on other things, such as developing an in-depth understanding of your target markets. You will cover:

- Introduction to International Trade Research
- Planning the Research Process
- Defining Research Objectives
- Evaluating Export Opportunities
- Data collection
- Using the Internet
- Analysing the Data
- Market Intelligence
- Competitive Intelligence
- Management Information Systems for International Trade
- Applying Trade Research: Products and Processes
- Applying Trade Research: The Promotional Strategy
- Evaluating Opportunities
- Research Support for Foreign Direct Investment

## **Module 3: International Marketing**

Marketing is the part of your business that focuses on the customer, including finding out what they want from you and your company (if anything). Nowhere is marketing more important than in the global marketplace where competition is fierce. You will cover:

- The Principles of Marketing
- Domestic vs. International Marketing
- The International Marketing Plan
- Market Research and Market Access
- Cultural Considerations in International Marketing
- Political, Legal and Regulatory Considerations in International Marketing
- Marketing the Right Product or Service
- Personal Selling Abroad
- Mass Marketing Abroad
- Pricing and Marketing
- Enhancing the Marketing Effort
- Marketing Services
- Customer care and after-sales service

## **Module 4: International Trade Logistics**

International Trade Logistics involves the physical steps taken to get your products or services to market. During this module you will learn about the crucial interplay of the export team, documents, preparation and transportation in getting the goods from the seller to the buyer. You will cover:

- The Role of Logistics Management
- Logistics Strategies and Planning
- Supplier Relationships and Importing
- Inco terms, Standards and Regulations
- Transportation Management
- Freight Forwarders and Cargo Insurance
- Advanced Logistics Processes
- Inventory Management
- Export Procedures and Order Processing
- Trade Documentation
- Shipping and Delivery Procedures

## **Module 5: International Trade Finance**

Financing plays an essential role in international trade. International Trade Finance will take you through complex ventures and show you how to secure financing. You will cover:

- An Introduction to Trade Finance
- The Financing Presentation
- Trade Finance, Risk Analysis and Risk Management
- Foreign Exchange Rates
- Export Costing and Transaction Viability
- Payment Methods and Short-term Financing
- Factoring
- Understanding and Processing Documentary Credits
- Bonds and Guarantees
- Export Credit
- Insurance and Financing
- Cash Flow Planning
- Countertrade and Consignment

## **Module 6: International Market Entry**

To win at international trade you need a road map to get your products in front of potential buyers. This module will help you chart a course to international markets and negotiate any obstacles. You will cover:

- Defining Strategic Needs
- Barriers to Entry
- Distribution Issues
- Introduction to Market Entry Strategies
- Partnering with Foreign Agents and Distributors
- Foreign Direct Investment and Market Entry
- Strategic Alliances
- Investing in International Partnerships
- Trade Shows
- Finding the Right Partner
- Negotiating Partnering Agreements
- Working with Suppliers
- Technology Partnering and Managing a Joint Venture
- Exit Strategies

## Module 7: Legal Aspects of International Trade

International trade law is a complex area that can directly affect your success. Legal Aspects of International Trade will give you a management perspective and make you fully aware of the international legal implications of your expansion into the global marketplace. You will cover:

- An Introduction to Business Law
- Principles of New Zealand Contract Law
- International Business Contracts and Conduct
- Product Liability
- Resolution of Disputes
- Sale of Goods
- International Sale of Goods
- Agents, Distributors and Franchises
- Technology and Intellectual Property
- e-Commerce and the Internet
- Payment and Finance
- Carriage of Goods and Insurance
- Competition and Antitrust Law
- Public Trade Law

## Module 8: International Trade Management

The emergence of a global economy has challenged traditional assumptions about management. International Trade Management will help you to manage your international trading activities more effectively, with an eye to competitive advantage. You will cover:

- The Global Economy and International Companies
- Managing the Export Process
- International Business Planning and Competitive and Business Intelligence
- Managing for Competitive Advantage
- Operating an Export Office
- Outsourcing Operations
- Managing Strategic Alliances and Virtual Corporations
- Supply Chain Management
- International Trade Finance
- Building an International Workforce
- Managing Cultural Diversity
- Managing International Innovation
- Managing International Assets and Risk

## How to study with the New Zealand School of Export

At the start of each module, your learning materials will be posted out to you, and you will also receive an electronic version by email so that you can download this onto your laptop. Each learning pack contains everything you need to study that module, plus templates, checklists and case studies.



The School operates on the principle of continuous improvement so we are continually updating our materials based on new information and the feedback from our exporters on what additional information they need.

Each week, your personal tutor for that module will be in touch with you by email or telephone (you decide the method which suits you best). Your tutor gives advice on which chapter you should be reading; provides additional materials such as case studies or checklists where relevant, and assists you with exercises or any questions you have to help your understanding. Your personal tutor will also liaise with our Adjunct Faculty on your behalf regarding issues that are highly specialised.

## Who studies with the New Zealand School of Export?

Only those already working in an exporting environment or an existing business which is getting ready to export (pre-exporter) will be accepted into the programme. The School does not accept school-leavers from within New Zealand or overseas because the Diploma is a professional development programme which requires participants to have work experience in an export business. In addition, the written reports which fulfil the requirements of two modules must be based on real organisations, so exporters need to be working in or with an existing business to fulfil this requirement.

The people who study at the School are all very different in their personal background, work experience and the size of business in which they work. Some are new to exporting and studying so that they can seek promotion in the future. Others are experienced, but seeking new ways of doing things, or to bridge gaps in their knowledge. We also have some very experienced exporters who, after working in the business for 20 - 30 years, are seeking validation of their experience in the form of a qualification. Read more about some of our exporters at the back of this document, or check out the School website: <http://www.export.ac.nz>.

Please note that the number of places available are sometimes limited to ensure the highest level of personal service.

## When can you study with the New Zealand School of Export?

The School offers a 'Flexi-start', which means you can begin on the 1<sup>st</sup> day of any month – you choose.

Each module has a duration of two months so, from start to finish, the Diploma takes on average 17 months to complete. We build in an extra month for the summer holidays, which also means we do not offer any tuition during January.

<b>Diploma of International Trade:</b>	
<b>Module</b>	<b>Start</b>
<b>Global Business Environment</b>	Months 1 & 2
<b>International Trade Research</b>	Months 3 & 4
<b>International Marketing International</b>	Months 5 & 6
<b>International Trade Logistics</b>	Months 7 & 8
<b>Award of Certificate of International Trade</b>	
<b>International Trade Finance</b>	Months 9 & 10
<b>International Market Entry</b>	Months 11 & 12
<b>Legal Aspects of International Trade</b>	Months 13 & 14
<b>International Trade Management</b>	Months 15 & 16
<b>Award of Diploma of International Trade</b>	
<b>Application for full Global Trade Professional™ designation</b>	

## How much study do you need to do?

You should expect to spend an average of five hours each week on your studies. This includes reading, completing activities and applying your learning to your business. If you already have experience of, for example marketing or finance, then you will probably spend a little less time on those modules; if you have no experience of these subjects, then you may have to dedicate more time.

If five hours sounds like a long time just think – this will be five hours working ON your business, rather than IN your business – imagine how your business will improve as a result of you taking time to pro-actively think and plan strategically.

## How are exporters assessed?

At the end of each module, there is an assessment. Three of the Modules: *International Trade Research*; *International Marketing*; and *International Trade Management* are assessed through the submission of a written report based on your own business. There is the option to submit *either* an International Trade Finance Plan *or* an exam for the *International Trade Finance* Module. We endeavour to mark these reports within two weeks and always provide comprehensive feedback on each report.

The remaining modules are assessed by three-hour 'open-book' exams. This means that you can use your learning materials and do not have to memorise everything – this is real life after all. You decide where you take these exams – work or home – you do not need to attend an examination centre. However, you are responsible for appointing your own exam invigilator (this might be someone you work with, or a friend or neighbour, but cannot be a relative) who ensures that you complete the exam within the designated time-frame, that you complete the exam on your own, and only use designated course materials.

A few days before your scheduled exam, your invigilator will be sent the exam by email. Once completed, your invigilator returns your exam answers to the School for marking either by fax or email and we will get your results to you within 24 hours, as well as feedback on any parts of the exam where your answers were incorrect. This is important to us – after all, you cannot learn if you don't know where you have gone wrong.

If you haven't studied for a long time don't worry – you aren't alone as many of our exporters haven't studied for several years. When you enrol with the School, we can discuss your particular learning needs and will do our best to help you.

## What happens if you miss a deadline or fail an assessment?

As a working exporter, we fully appreciate that there are times when your work must come before study. We also realise you do have a life outside of work – so we are flexible. If you need more time to finish a report or revise, just let us know and we will negotiate a new deadline for you (we always set a new deadline otherwise you might never finish the course).

If for any reason you fail an assessment, then the first thing we do is to work with you in helping you understand where you went wrong. Then a new assessment is set and you can re-sit this at no extra cost to you.

## Who teaches the course?

Everything you need for each module is included in your learning pack. Each week, you are contacted by the personal tutor for that particular module. Personal tutors are based at the New Zealand School of Export and are part of a small team of professionally qualified and experienced practitioners who have real experience of international trade, subject expertise and are experienced teachers – an eclectic mix which our exporters tell us is of real benefit – and we have all completed the Diploma of International Trade whilst working full-time, so know what our exporters are going through. Read more about our Staff on the School website: (<http://www.export.ac.nz/staff>).



Staff, Adjunct Faculty and supporters at the opening of the New Zealand School of Export

Exporters enrolled in the Diploma can also tap into the School's network of Adjunct Faculty – individuals who are recognized as being experts in their chosen field and want to 'give something back' to New Zealand. This allows the School to draw on the wisdom of leading figures in New Zealand and ensure that what we teach is based on real-life and the practical aspects of what actually happens in exporting.

If you have particular questions which we cannot answer within the School, then we liaise with our Adjunct Faculty on your behalf. You can check out our Adjunct Faculty on the School website (<http://www.export.ac.nz/staff>), they include: Bob Walters, former CEO of Export New Zealand; Murray Gregg who worked in senior management positions with Air New Zealand Cargo for over thirty years; and Reinhold Goeschl who has over thirty years experience in the international transportation and logistics industry.

## Export Library and Information Service (ELIS)

Our unique online Export Library & Information Service (ELIS) is freely available on the School website and brings together a huge amount of key information in one location, allowing exporters to search for everything they need from country profiles and free trade agreements to airport maps, time zone information and the latest in foreign exchange rates – which saves exporters an enormous amount of time. All the sources and links contained in ELIS have

been verified as accurate and up-to date. Those enrolled in the Diploma of International Trade, and School Alumni, are given privileged access to the ELIS catalogue and the services of Graeme Siddle, our full-time professional business librarian.



Graeme Siddle, Head of Library and Information Services

## How much does the course cost?

As a specialist provider, the New Zealand School of Export has none of the overheads which larger institutions carry, so we can pass the savings directly onto you in the form of scholarships, excellent customer service, one-on-one support (which includes up to four hours of advice and mentoring from our staff per module) and our unique Export Library and Information Service staffed by a professional librarian.

Through prudent financial management, we have maintained our course fee at the same level since 2007. The investment you make per module is NZ\$1160 plus GST which compares favourably with Universities and Polytechnics where Postgraduate papers each cost between NZ\$3500 and NZ\$500. The investment for the entire Diploma is NZ\$9280 plus GST, which again compares favourably with for example an MBA, which can cost you in the region of \$28,000 depending on where you study. Of course, you don't need to factor in the additional cost of attending block courses or examination centres.

In our most recent Satisfaction Survey (which you can view on our website), 100% of those enrolled on the course said the course fee was 'about right' and of outstanding value.

After all, the Diploma of International Trade is *the* internationally accredited professional development programme for exporters and the course fee includes all your training materials delivered right to your door, one-to-one tutoring; privileged access to ELIS; Examination Fees and Award Certificates - there are no hidden extras.

We do appreciate that it is not always possible to pay the full course fee when you enrol therefore, you can set up a payment schedule where you pay on a per-module or monthly basis by cheque or internet banking – just talk to us.

## Scholarships

The School offers a number of Scholarships valued at NZ\$1200, to New Zealand based individuals and businesses that are already exporting or wish to export. To qualify, *exporters must be enrolled in the Diploma at the time of applying.* Scholarship Categories include:

- Business start-up (in business less than 2 years)
- Māori exporter
- Migrant exporter
- Pacific Island exporter
- Rural exporter (business is located outside main cities)
- SME (employs less than 20 people)
- Sole trader
- Chamber of Commerce/Business Council/Association member – please refer to our website for details of participating organisations or contact us directly.



This Scholarship is in memory of one of the School's founders – Dr Robin Smith. The Scholarship equates to a discretionary amount decided by the Scholarships Committee and is awarded to the individual who may not yet be working within an exporting environment but indicates a high degree of potential success within the field of international trade.

## **RICOH** Sustainable Exporter Award

Environmental sustainability is at the core of Ricoh New Zealand's business strategy and knowing that exporters are under increasing pressure to reduce their carbon footprint, Ricoh is keen to support businesses wanting to succeed internationally, but not at the expense of the environment. This Scholarship is valued at NZ\$1200.

## Selection Process

Scholarship applications are considered by a Scholarship Committee which awards one Scholarship per year in each Scholarship Category. If no suitable candidate is identified, the Scholarship will not be awarded. Applicants are notified of the final decision within two weeks of application. Scholarships are usually granted based on:

- Commitment to studying the Diploma of International Trade
- Likely ability of the applicant to successfully complete the programme
- Financial need

## Sponsoring an Employee

The Diploma is based around the specific skills and knowledge defined by employers as necessary to meet the demands of international trade.

Exporters apply their learning in the workplace from day one and by the end of the Diploma they will have produced a comprehensive International Trade Plan to help take your business into the future and have the confidence, knowledge and expertise to make better informed decisions.

Not only will investing in your employees encourage staff retention and increase morale in the workplace, strengthening your export team will increase your company's credibility with customers and play a critical role in ensuring your company reaches its targets and maintains its competitive edge.

Because exporters are time starved and involved in extensive travel, the Diploma is delivered by distance education, enabling them to study across time zones with the full support of personal tutors and free online access to our specialist Export Library Information Service (ELIS), staffed by a professional librarian. *"ELIS is a world-class library with selected shortcuts to a vast number of related international trade sites. This will shorten your time on research and put you at the leading edge as international events unfold"* says Jurie Breytenbach of New Zealand Steel.

## Double and Team Discounts

The School has a number of discounts available to organizations.

**Double Discount Package:** Where two exporters from the same organisation apply at the same time, the double discount package applies. This equates to 10% off the total course fee for both exporters. Discounts are taken from payment of the final two modules studied to ensure completion.

**Team discount package:** Where three or more exporters from the same organisation apply at the same time, the team discount package applies. This equates to 20% off the total of course fee for the first two exporters and 25% off the total course fee for the third and subsequent exporters. Discounts are taken from payment of the final two modules studied.

## How much time off will your employee need?

The Diploma demands hard work - an average of five hours per week - and you are encouraged to negotiate time for professional development with your employee.

At the very least, your employee will require time to complete the assessments and three-hour open-book examinations associated with each module.

## What do businesses say about the course?

*"Red Seal is currently exporting to a number of countries mainly Australia & Pacific, North Asia and the UK. This specialist course came up at the right time, when we struggled to find skilled people here. Our only option was to train one of our existing staff and we are really pleased that Belinda took the challenge, as she has been grown very quickly from being just an administrator to a really good international trade professional".*

**Alfonso Gaerlan, Managing Director, Red Seal Natural Health, New Zealand**

*"For the first time, New Zealand exporters are being offered the highest level of professional development that has been a proven success for years in many countries including Canada, the US and UK. The Diploma focuses on workplace projects from day one, so exporters improve their export business credibility immediately".*

**Bob Walters, former CEO Export New Zealand**



*"The greatest challenge facing a company like ATRAX is the lack of good quality sub-suppliers with an international mind-set. I studied with the School to validate my experience with a formal qualification. For years I've 'got by' on logistics and finance, but not known the details or if I'm doing it the best way. The level of support from the School was of a very high standard and I would recommend this course to any company already in the export field or contemplating this highly competitive arena".*

**Ian Walton, Vice-President: Aviation and Logistics, ATRAX**

*N.B. Atrax currently operates in 91 markets*

## Testimonials from our exporters



*"As I have had no formal training in Marketing or exporting, all I know has been learnt on my feet. As I did not inherit the position of exporter, rather it developed; I do not have a dedicated mentor in the company. Although the executive have a formidable range of selling and marketing skills that I have been able to tap into over the years, I felt it was time to find out what I didn't know and to up skill. By studying for the Diploma there has been much positive affirmation that we are on the right track but also many new skills that I feel I have benefited from already. The downside is always time but I have find the School of Export to be more than accommodating in this respect."*

**Sally Symes, International Trading Manager, Sacred Hill Wines, New Zealand**



*"I am so excited about standing in the line of these visionary exporters who are taking the lead to gaining more skills and growing more competitive in this international business world. What I learned from this course was more than practical modules, which I have already been benefited through applications, more meaningfully, the people I met in the course from instructors to participants, are truly dedicated, professional and diligent. It's more than a study group; it's a pioneering team that drives upgrading of country's export professionalism continuously. I also need to thank NZTE and Anzco Group for sponsoring my study. Certainly my appreciation should extend to the School for introducing such a great course. I highly recommend exporters to invest in this rewarding programme unless staying competitive is not a part of your business goal."*

**Dehua Pan, Business Development Manager – Asia, Mathias Meats NZ Ltd.**



*"This was taken about 8.45am Monday March 2 in 46th St near Times Square in New York, we did 14 "very cold calls" that day when the temperature was about 21 F. The next day it was down to 12 F with a strong cold wind and we did another 10 calls, but a lot of the snow had been swept away into slushy piles in the gutters...so it was not so pretty, but shows what length graduates of your course will go to in order to apply what they have learned. Even though the USA stock market is at its lowest level in 12 years and USA unemployment at its highest level for 25 years - I still sold pavlovas into the market using what I have learned from the course".*

**Trevor Millar, Export Manager, Cowell's Pavlova Kitchen, New Zealand**



*"It has been a steep learning curve, arriving in NZ and finding myself in a new career that called for specialised skills. The programme has helped me navigate my way around international trade quicker, providing me with the ammunition to support my drive to serve Red Seal's offshore clients better. It has been a challenge – having to crunch numbers and digest subject matters from one time zone to another, but overall, it has been a rewarding journey".*

### **Belinda Andal, International Trade Officer, Red Seal Natural Health**



*"From completing this course I feel much more confident in approaching possible investors with a proposal to my venture. I feel better equipped both in my own knowledge and mind as well as having some real research and figures to back up my proposal. Before the course I thought I had a good idea of what I needed to do but now the picture is much clearer, I realise just how much I didn't know. I believe through this training I am in a far better position to succeed in my goals and ambitions for my company. The real worth of it was that as the modules unfolded, the relevance to the business unfolded too".*

### **Michael Putt, Marketing Director, NZ Liquor Resources**

*"I struggled with the International Trade Research module in particular, but it was highly practical and forced me to fully investigate and test my gut instincts and to back them up with facts, which is a far better way of doing business. International Marketing was really useful too in helping the company to framework its market opportunities. Overall, the course has helped me articulate and formalize what we do and provided a check on the way we do things. It was great to get an extension on one of my assignments otherwise it would never have got done, so the flexibility has been brilliant".*

### **Kevin Gilbert, Managing Director, Thermaflo Ltd**



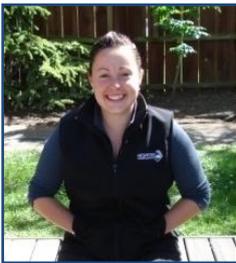
*"I took up the challenge of the Diploma so I can have a better understanding of how international trade works and the mechanics of different countries, their culture, needs and business trading. I have learnt a lot about the modus operandi of different countries/cultures, and the history of trade. It has also helped immensely with my geography! The downside has been, as it probably is for most, finding the dedicated time for study. I think the Diploma would be very helpful for someone starting out or looking at a career in International Trade."*

### **Heather Donachie, Export and Administration Manager, Spy Valley Wines**



*"The study materials is very comprehensive but logically ordered and presented in modules, which makes it easy to keep on track. I especially value the New Zealand School of Export's very supportive team of advisors, and the high applicability of the material in the workplace".*

**Pierre Schindler, Fonterra**



*"The fact my job is in International Trade made sense for me to study at the same time and get more in-depth knowledge. Studying makes you look at the bigger picture and has made me think about situations and ways of business that I would not have considered previously. Staff are very supportive and efficient in giving feedback and the School has catered to me by bringing exams forward and sending my material out earlier. When I moved to Australia, there was absolutely no problem in continuing with my studies."*

**Melissa Cocks, Marketing Assistant, Casio, Australia**



*"The reason I am studying for the Diploma of International Trade is threefold: it is an area that holds great interest to me and I thought it would be good to finally get a qualification; it is an internationally recognised qualification; and this course will enable me to embark on a career, not just having a job. The benefit so far has been that you get a real understanding of processes and a good insight into all the different aspects of exporting. Within this course there are a number of different categories covered that will give you a grounding for future endeavours."*

**Greg Canty, Fonterra Co-operative Group.**



*"The Diploma consists of very logical modules. The final module focuses on an International Business Plan where all your knowledge on the previous seven modules comes together. An extremely helpful part of this program is the access to a world-class library and selected shortcuts to a vast number of related international trade sites to use. This will shorten your time on research and also put you at the leading edge as international events unfurl. Once you have the passion for trading, you won't even notice how the months sail by. The exams and position papers are all seen as ways to keep sharpening your skill to deepen and expand your professional trading career."*

**Jurie Breytenbach, Minerals Key Account Manager - New Zealand Steel**



*"I now understand the decisions made at work and why certain strategies have been applied instead of others. I also have more knowledge about how to improve processes and procedures, it has opened my eyes to the way consumers behave overseas and how different products and advertising material is perceived differently."*

**Yovitha Ramkolowan, HSBC, Channel Islands.**



*"International Trade is a niche career that offers opportunities for growth and promotion. Although I already have a Business Degree, the draw-card of the Diploma is that it's practical. There is some theory involved, but the course has been written for exporters and I can pass this applied knowledge on to the exporting companies I work with."*

**Jamie Laird, New Zealand Trade and Enterprise**

## What next?



Now you have had the opportunity to learn more about the New Zealand School of Export and the Diploma of International Trade, we would love to hear from you. If you still have questions please contact Alison Vickers our Marketing Director who will be delighted to help you:

☎ 06 356 5656 📞 027 387 3137 ✉ alison@export.ac.nz 💻 <http://www.export.ac.nz>

## Ready to Enrol?

Complete the application form and send it to:

New Zealand School of Export  
Aokautere Park  
75 Staces Road RD1  
Palmerston North 4471

## Want to apply for a Scholarship?

To apply for a New Zealand School of Export Scholarship, you need to be enrolled on the Diploma of International Trade. To save you time, send your Scholarship Application together with your Course Application Form. Scholarship information and application forms can be downloaded at: <http://www.export.ac.nz/scholarships>

**Thank you for very much for your interest in the New Zealand School of Export!**