International Trade Management

27 September – 1 October 2027
Bordeaux (France)



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Why This Course

In today's interconnected economy, international trade is the foundation of global growth, innovation, and competitiveness. Managing trade effectively requires a deep understanding of global regulations, logistics, finance, and market dynamics.

The International Trade Management program equips professionals with the strategic knowledge and practical tools to navigate global commerce confidently.

It covers the entire trade lifecycle — from market entry and export strategy to documentation, customs compliance, and risk management — while emphasizing digital trade and sustainability in a changing world.

Through case studies, simulations, and data-driven analysis, participants will learn to streamline trade operations, minimize risk, and capitalize on opportunities in international markets.

What You'll Learn and Practice

By joining this program, you will:

- Understand the structure, rules, and frameworks governing international trade.
- Learn how to develop and implement import-export strategies for global growth.
- Master trade documentation, shipping, and customs compliance.
- Analyze the impact of trade policies, free trade agreements, and global regulations.
- Explore international payment methods, trade finance, and risk mitigation.
- Gain practical knowledge of logistics, Incoterms®, and global supply chain coordination.
- Develop skills for digital trade management and sustainable trade practices.

The Program Flow

Day 1: Foundations of Global Trade

- Evolution and importance of international trade in the global economy.
- Key global trade organizations: WTO, IMF, World Bank, UNCTAD.
- Trade policy, globalization, and regional economic integration.
- Overview of trade barriers, tariffs, and non-tariff measures.
- Case study: The impact of trade wars and economic sanctions on global business.



Day 2: Import and Export Operations

- Step-by-step process of import and export management.
- Licensing, documentation, and regulatory compliance.
- Understanding Incoterms® and contractual obligations.
- Customs procedures, classification, and valuation methods.
- Workshop: Preparing a complete export documentation package.

Day 3: International Logistics and Supply Coordination

- Global shipping systems — air, sea, and multimodal transport.
- Freight forwarding, cargo insurance, and logistics optimization.
- Trade-related infrastructure and port management.
- Supply chain integration for international operations.
- Case study: Optimizing cross-border logistics in a multinational context.

Day 4: Trade Finance, Risk, and Compliance

- International payment terms — advance, open account, and collections.
- Letters of credit and documentary credit operations.
- Currency fluctuation and foreign exchange risk management.
- Anti-money laundering AML and sanctions compliance.
- Workshop: Structuring secure trade finance transactions.

Day 5: Strategy, Digital Trade, and Future Trends

- Developing international market entry and expansion strategies.
- Digital trade platforms, blockchain, and e-commerce logistics.
- Sustainability and ESG considerations in global trade.
- Trade data analytics and performance measurement.
- Group project: Designing a trade management strategy for a global enterprise.

Individual Impact

- Gain a comprehensive understanding of international trade operations and strategy.
- Build confidence in managing global transactions, documentation, and compliance.
- Strengthen analytical and problem-solving skills for trade-related challenges.
- Develop insight into emerging trade technologies and digital transformation.
- Enhance professional reputation as a global trade and compliance specialist.



Work Impact

- Streamline international trade processes and reduce operational inefficiencies.
- Strengthen compliance with trade regulations and global standards.
- Optimize logistics and financial performance in cross-border transactions.
- Improve risk management and enhance supply chain collaboration.
- Support sustainable and technology-driven trade initiatives across markets.

Training Methodology

This program integrates interactive workshops, real-world simulations, and case-based learning to ensure deep understanding and practical expertise.

Learning methods include:

- International trade case studies and regulatory scenario analysis.
- Guided documentation exercises and simulation of customs procedures.
- Hands-on sessions on Incoterms®, trade finance, and digital platforms.
- Group projects and peer learning for applied strategy development.
- Toolkits and templates for ongoing use in professional practice.

Beyond the Course

Upon completion, participants will be fully equipped to manage, optimize, and lead international trade operations in line with global best practices.

Graduates of this program will emerge as strategic trade professionals — capable of aligning global logistics, finance, and compliance to deliver sustainable business growth in the international marketplace.

