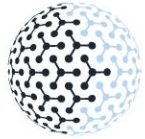




Advancing the engagement of
international trade

An international standard for
global trade professionals



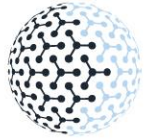
GTPA
GLOBAL TRADE PROFESSIONALS ALLIANCE

Barriers to trade

Nearly all studies into international business behaviour highlight the same common key barriers or perceived barriers:



- a lack of awareness of or information about the international opportunities available to them
- a lack of capability and capacity to engage in international trade
- a lack of information on trade requirements, regulations and markets
- relatively higher costs of complying with regulation—not just those imposed by overseas governments but also regulations in their own country
- relatively higher transaction costs for doing business internationally
- inadequate access to financing, including trade finance, for international opportunities.



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A global trade ecosystem

Our goal is to bring people and organisations together to:

- build professional capabilities in trade
- advocate the benefits and opportunities of trade
- facilitate networking
- improve the performance and success of companies in global trade
- improve the trade process
- advance international development
- support the development of MSMEs and their access to global supply chains
- build professional capabilities in trade
- empower greater diversity through women-owned engagement in trade

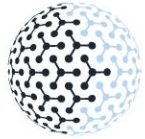




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**AN EXPERT IN TRADE
MANAGEMENT MUST
DEMONSTRATE THE
FOLLOWING KEY
ATTRIBUTES.**





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International standard



- GTPA is the only organisation providing individuals with internationally recognised certification – a standard of professional competence in trade (ISO /IEC 17024) through its Global Trade Professional (GTP) Programme.
- Certification is available to those individuals evidencing a relevant qualifications and/or experience.
- But GTPA is also reaching out to link with tertiary education bodies (“Education Providers”) whose course structures facilitate graduate certification under the GTP Programme - offering a career path for graduates.
- Education Providers whose course curriculum has been approved by GTPA under the ISO/IEC 17024 standard are able to offer graduates the additional benefit of GTP certification and the use of the certification post-nominals (***cert.GTP, cert.GTM or cert.GTE***) in addition to graduate post-nominals. Membership is subject to Continued Professional Development (CPD).

INTERNATIONAL TRADE STRATEGY, PLANNING AND LEADERSHIP

- ▶ Global business environment and international trade economics
- ▶ Strategic planning
- ▶ Overview international business
- ▶ Leadership in trade strategy

INTERNATIONAL TRADE PROMOTION, MARKETING AND SALES

- ▶ Understanding value and pricing
- ▶ International market research
- ▶ International marketing and sales
- ▶ E-commerce, internet selling and technology in trade

INTERNATIONAL SUPPLY CHAIN MANAGEMENT

- ▶ International Logistics
- ▶ Global value chains (GVCs) and international supply chain management

INTERNATIONAL TRADE COMPLIANCE AND DOCUMENTATION

- ▶ Import/export operations
- ▶ Managing – Non-Tariff Barriers (NTBs) & Technical Barriers to Trade (TBTs)
- ▶ International human resources

INTERNATIONAL LEGAL ISSUES

- ▶ Trade Law Basics and Regulatory Compliance
- ▶ Intellectual property (IP) management

BUSINESS PRACTICE

- ▶ Cultural and business practices
- ▶ Trade in services
- ▶ Building diversity in trade

INTERNATIONAL RISK AND RISK MANAGEMENT

- ▶ Risk management and control
- ▶ Risk leadership and governance

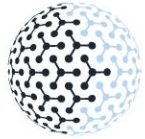
INTERNATIONAL INVESTMENT AND TRADE FINANCE

- ▶ Financial management for international business

INTERNATIONAL TRADE POLICY AND PROCEDURES

- ▶ Trade facilitation





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GTP Programme

It provides different levels of certification for:

- business owners,
- export managers,
- trade documentation specialists,
- freight forwarders,
- trade finance managers,
- international marketing managers,
- trade promotion officers,
- service providers and those involved in trade policy;



Coming soon



- Businesses, professional bodies, as well as government organisations who are members of GTPA may nominate employees to be certified under the GTP Programme.
- Later this year GTPA will be launching a new international standard for GTPA business members who will be eligible to be certified under ISO 17065 as either a Certified Global Business or a Certified Global Trade Consulting service.
- Businesses can NOW prepare the ground for this new global certification by obtaining ISO/IEC 17024 certification for their employees.



Additional GTPA initiatives

Export Diagnostic Tool
International Trade Handbook
Capacity & Capability programmes
e-commerce & digital services
Sustainable supply chains
Digitisation of Trade facilitation



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