



# SUNDAY WORKSHOP FOR BEGINNERS

3 hours programme organized on every Sunday 9.30 a.m. to 12.30 p.m. January 2017

Prog. 1: International Trade – Shipping & Logistics Sunday, January 8, 2017 • 9.30am to 12.30pm

Prog. 2: Modes of Shipping and Logistics
Sunday, January 15, 2017 • 9.30am to 12.30pm

Prog. 3: How to identify, locate and
Retain overseas buyer
Sunday, January 22, 2017 • 9.30am to 12.30pm

Prog. 4: Shipping by Sea/Air Freight & Incoterms Sunday, January 29, 2017 • 9.30am to 12.30pm



### **GoG-AMA Centre for International Trade**

Torrent-AMA Management Centre, Core-AMA Management House, AMA Seminar Hall, AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015 • **Phone:** 079-26308602 to 6

Mobile: 9537407187 • Fax: 26305692 • E-mail: ama@amaindia.org
Website: www.amaindia.org

### International Trade -**Shipping & Logistics**

Sunday, January 8, 2017 9.30 a.m. to 12.30 p.m.

#### **Programme Contents:**

- What is International Trade and Various stages of documentation
- Pre-shipment and Post shipment documentations
- Importance of Documents: Regulatory & Commercial documents:
- EDI procedure of Documentation; Practical Pre-Shipment Documents;
- Practical Post Shipment Documents
- Check List for Pre & Post Shipment Documents.
- What is Air Cargo and Air Cargo-Freight Forwarding; Preparation of Airway Bill;
- What is Sea Cargo-Freight Forwarding; Role of Carrier & Agent;
- What is Dangerous Goods by Air & Sea.
- Flow chart for Air and Sea operations

### **02** Modes of Shipping and Logistics

Sunday, January 15, 2017 9.30 a.m. to 12.30 p.m.

#### **Programme Contents:**

- Spearheading International business
- Importance of packaging and palletisations
- Ideal packagings for specific commodity
- Cost Cutting techniques in Export and import operations
- Role of freight forwarders and agents

# How to identify, locate and Retain overseas buyer

Sunday, January 22, 2017 9.30 a.m. to 12.30 p.m.

#### **Programme Contents:**

- Concept in Exports
- Identification of Export Market
- Keys to Successful Marketing Abroad
- Sources of Market Information
- Planning an Overseas Visit and Meeting the Buyers
- Elements of Export Contract
- Determinants Retention of Buyer
- Importance of Communication and Negotiation in buyer retention
- Complaint handling and mechanism follow up



## Shipping by Sea/Air Freight & Incoterms

Sunday, January 29, 2017 9.30 a.m. to 12.30 p.m.

#### **Programme Contents:**

- Various definitions in Incoterms
- Types and Sizes of Containers
- · Difference between ICD, CFS and Port
- Difference between CHA and freight forwarders
- Role and Responsibilities of CHA and freight forwarders
- Various types of Shipping Lines (VOCC and NVOCC)
- Difference between General Cargo, Hazardous and ODC cargo
- Various modes of transport
- How to calculate freight in Sea and Air
- Various Incoterms in details (Sea and Air marked differently)
- How freight is calculated in ODC
- Details on Bulk cargo

#### Concessional Fee:

Rs.500/- per person per Programme. Fee includes Programme fee, cost of material and refreshments.

**Faculty : Ms. Manisha Thaker,** Faculty for Exports and Imports & EXIM consultant, Vadodara

Ms. Manisha Thaker did her Masters degree from the S P University of Vallabh Vidhyanagar, Gujarat

She has worked with reputed organisations in Freight Forwarding companies in the Management and Senior Management levels for all Exports and Imports through Air and Sea both.

She has rich experience in Logistics, Shipping, and operations for General cargoes as well as odd dimensions cargoes. She is also specialized in handling Breakbulk and Project Cargoes.

She has been a guest faculty to many organisations with a rich practical experience.

#### Registration:

Please send your registration along with participation fee to:

### Ahmedabad Management Association

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015

Phone:079-26308602-6

Mobile: 9537407187 • Fax: 079-26305692

E-mail: ama@amaindia.org Website: www.amaindia.org

Android Mobile App: AMA-Ahmedabad amaIndia.org





#### **GoG-AMA Centre for International Trade**

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#### REGISTRATION FORM

Please fill-in and return this form to:

**Ahmedabad Management Association** 

AMA Complex, Dr. Vikram Sarabhai Marg,

Vastrapur, Ahmedabad 380 015

**Phone:** 079-26308602 to 6 • **Mobile:** 9537407187 **Fax:** 26305692 • **E-mail:** ama@amaindia.org

Website: www.amaindia.org

Date:

Cheque should be drawn in favour of "Ahmedabad Management Association".

Name(s)	Programme Number
1.	
2.	
3.	
Address:	
Telephone(s):	
Fax:	
E-mail:	

Signature