



Strong & Herd
Import and Export Services



Training courses 2020

Incoterms® 2020 Rules Explained

This excellent practical and interactive guide to using shipping terms effectively is delivered by the ICC-UK official trainers. It explains how the new set of Incoterms® 2020 determine buyers' / sellers' risks responsibilities. Using them correctly is essential.

Manchester

16.01.2020
11.02.2020
16.03.2020
22.04.2020

London

21.01.2020
18.02.2020
24.03.2020
12.05.2020

Members £350.00 + VAT
Non-Members £420.00 + VAT

Export Essentials

This highly regarded one-day course gives basic grounding in export procedures. Covers the key points including documentation and working with freight forwarders, it is ideal for all newcomers to export and as an overview for those whose job has an export connection.

Manchester

20.01.2020
21.05.2020
29.09.2020
26.11.2020

London

31.01.2020
27.10.2020
02.12.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

How to Complete Export Entries

An interactive workshop designed to fill a gap in the market by focusing on how to complete export customs entries in the UK. Software screens are used so that you can see exactly how export customs declarations are created whether you are an agent or exporter.

Manchester

21.01.2020
25.03.2020
17.06.2020
25.08.2020

London

31.01.2020
27.10.2020
02.12.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

The Export Course (2 days)

Covers the main aspects in a practical, clear and comprehensive way that is relevant to today's exporters. To gain the most benefit from this course, delegates should have previously attended our Export Essentials course or have exporting experience.

Manchester

26/27 Feb 2020
23/24 Sep 2020

London

9/10 Jun 2020
1/2 Dec 2020

£425.00 --- *Members* --- £625.00
£495.00 - *Non-Members* - £695.00
All prices subject to VAT



Export & Import for Complete Beginners

This course is written for anyone who has no prior knowledge of exporting or importing. It takes participants through the basic principles and briefly explains the most common practices, terminology, facilitating understanding using fun practical exercises, games and quizzes. Ideal for new starters.

Manchester

30.04.2020
06.08.2020
05.11.2020

London

28.02.2020
01.10.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Import Essentials

A popular course that looks at all the essential elements of importing including tariff classification, customs procedures, paying duty and VAT. Whether in sourcing, procurement, finance, customer services, shipping or import administration this course will increase confidence and understanding.

Manchester

12.02.2020
22.06.2020
10.09.2020
01.12.2020

London

28.02.2020
01.10.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

How to Complete Import Entries

A tricky area explained by an expert using customs entry software to create a relevant and interactive workshop. Delegates will come away knowing what is needed to complete import customs entries in the UK important whether you are an agent or importer.

Manchester

04.02.2020
18.03.2020
24.06.2020
18.11.2020

London

28.04.2020
30.09.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Importers' Workshop – Advanced (2 days)

An ideal follow-up to Import Essentials or for anyone requiring an advanced look at import procedures, e.g. valuation, classification, etc. This practical interactive 2-day workshop looks at importing in detail and delegates are encouraged to bring samples of their own import documentation

Manchester

19/20 May 2020
16/17 Nov 2020

London

19/20 Feb 2020
4/5 Aug 2020

£425.00 --- *Members* --- £625.00
£495.00 - *Non-Members* - £695.00
All prices subject to VAT

Inward Processing Relief (IP) Workshop

IP can save you a lot of money but can also prove a headache! Whether you already operate IP, or would just like to know more, this practical workshop unravels the mysteries. Delegates are offered the opportunity to bring in samples of documentation for review.

Manchester

23.01.2020
18.06.2020
09.12.2020

London

15.04.2020
15.09.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Authorised Economic Operator (AEO)

This course will review the potential benefits of AEO status and what your business must do to meet HMRC requirements. We will look at how to estimate how much it might cost in time and resources and how to prepare the company for becoming AEO accredited. Covers requirements for security and customs issues.

Manchester
27.04.2020
05.08.2020
18.11.2020

London
02.03.2020
30.06.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Temporary Exports/ Imports Explained

This workshop concentrates on the movement of goods for temporary purposes whether that is for demonstration, exhibition, for test, on loan or as a repair or replacement. It reviews customs and commercial processes such as the ATA Carnet examining the benefits and control requirements

Manchester
12.05.2020
18.09.2020

London
30.07.2020
09.11.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Customs Warehousing & Duty Reliefs

More companies than ever are considering setting up a customs warehouse as vital to an efficient supply chain. This practical session is specially designed for companies looking to operate a Customs Warehouse facility or improve administration and operational requirements.

Manchester
05.02.2020
04.08.2020
10.11.2020

London
13.05.2020
09.09.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Valuing Goods for Customs Purposes

All goods need to be valued correctly for customs purposes whether it is a sale or free of charge movement. The WTO sets specific rules of valuing goods for customs purposes. In this day we will review the Articles of the WTO Agreement, the 6 Methods of Valuation and Transfer Price Agreements.

Manchester
26.03.2020
02.07.2020
17.11.2020

£280.00 --- *Members*
£350.00 --- *Non-Members*
All prices subject to VAT

Advanced Guide to Customs Procedures

This one-day workshop follows on from the Practical Guide to Customs Procedures and is aimed at delegates with some international trade knowledge. The aims of the course are to guide you to a higher standard of compliance with legislation so you can face customs audits with confidence.

Manchester
25.02.2020
15.09.2020

London
09.05.2020
25.11.2020

£280.00 --- *Members* --- £425.00
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All prices subject to VAT



Beginners Guide to UK/USA Export Controls

This new course looks at the often difficult subject of export licensing controls, sanctions and embargoes and how to comply with international export compliance regulations. It is an overview of UK, EU and USA export controls covering dual-use and military goods especial for beginners.

Manchester

19.03.2020

14.10.2020

London

07.07.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

Understanding UK Export Licensing Controls

Some practical experience is expected for this course that brings together in practical how to use export licences (SIEL, OGEL, OIEL). It looks at exporters' responsibility, the role of Export Control Joint Unit (ECJU) and how to ensure freight companies make correct declarations.

Manchester

18.02.2020

09.11.2020

London

11.06.2020

07.10.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

Trading with the USA: Defense Exporters

This course looks at the controls and regulations affecting goods and technologies that are caught under the US Export Administration Regulations (EAR) and the International Traffic in Arms Regulations (ITAR – e.g. military goods) with the aim of assisting you in setting up compliant internal procedures.

Manchester

19.02.2020

29.10.2020

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14.05.2020

26.08.2020

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All prices subject to VAT

The Dual-Use Exporter

Goods, technology, software can come under export controls because of inherent capabilities, the type of materials or technical abilities. The Dual-Use controls, determined by the Wassenaar Arrangement, needs to be understood especially as once the UK leaves the EU dual-use items will need export licences.

Manchester

17.02.2020

13.08.2020

London

20.05.2020

05.11.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

The Export Control Manager

Essential for anyone wanting to acquire key skills in Export Control Compliance. It enables companies to establish procedures to maintain compliance in the areas of export licensing, compliance with sanctions, financial restrictions, anti-money laundering, modern slavery and similar controls.

Manchester

21.04.2020

10.11.2020

London

25.08.2020

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£350.00 - *Non-Members* - £495.00

All prices subject to VAT





Introduction to Customs Procedures

Suitable for beginners this presentation shines a light on the Customs facilities available to minimise import duty payments and how to ensure compliance with customs procedures. Emphasis is given to the duty relief regimes, valuation, tariff and preference rules and potential changes when UK is outside the EU.

Manchester
23.03.2020
30.11.2020

London
19.08.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Tariff Classification Explained

Designed for anyone involved in classifying goods whether for import, export or for EU trade statistics. We look at the background and structure of the tariff and explain how to classify goods correctly in line with the GIRs. Guidance on certain classes of goods but we cannot classify specific goods.

Manchester
27.01.2020
27.05.2020
14.09.2020
20.11.2020

London
19.03.2020
14.10.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Understanding Origin & Preference

This one-day workshop looks at the main elements of claiming preference at import and issuing preference documents, applying for Approved Export Status for S. Korea/ Singapore and issuing supplier declarations as exporters. Exercises during the day emphasise the rules and new regulations.

Manchester
13.02.2020
03.06.2020
03.11.2020

London
02.04.2020
06.10.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Preparing for a Customs Audit

As HMRC puts more responsibilities on traders and expect companies to be "self-compliant" it is important that you know how to put customs compliant procedures in place. Delegates will leave the day with ideas and sample procedures, checklists and audit requirements.

Manchester
29.04.2020
23.11.2020

London
11.09.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

International Trade Compliance Manager

Essential for people who want to take a major step in their career by acquiring key skills in Customs Compliance. It enables companies to achieve improvements in efficiency and examines the tasks involved in creating and maintaining a strong "Compliance Culture" throughout the organisation.

Manchester
31/3- 1/4 2020
11/12 Nov 2020

London
28/29 July 2020

£425.00 --- *Members* --- £625.00
£475.00 - *Non-Members* - £695.00
All prices subject to VAT

Dangerous Goods Awareness Course

This is a basic introduction to the air, sea and road regulations involved in the packaging and transportation of dangerous goods. By being familiar with the regulations, labels and hazard classes your employees can ensure that any potentially dangerous goods are handled correctly.

Manchester

29.01.2020
23.06.2020
12.11.2020

£180.00 --- *Members*
£250.00 --- *Non-Members*
All prices subject to VAT

Lithium Batteries by Air

Know how to correctly handle and prepare shipments of lithium batteries for transport by air and covers the new IATA 2020 regulations. Lithium batteries regulations relate to both stand alone batteries and lithium batteries contained in or packed with equipment. Don't get caught out by the changes.

Manchester

30.01.2020
11.03.2020
01.07.2020
16.09.2020

£180.00 --- *Members*
£250.00 --- *Non-Members*
All prices subject to VAT

VAT in International Trade

This workshop demonstrates how supplies of goods and services to overseas customers may be subject to UK VAT, how a UK business must deal with its VAT obligations and the circumstances in which a UK business must register for VAT overseas

Manchester

14.01.2020
04.03.2020
08.09.2020
10.12.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Introduction to Excise Procedures

A good introduction to both international and domestic regulations on excise products such as alcohol, tobacco and hydrocarbon oils. It outlines the requirements for registration of production premises and duty suspended ("bonded") warehouses, and the calculation and payment of excise duty.

Manchester

14.01.2020
04.03.2020
08.09.2020
10.12.2020

London

05.05.2020
25.11.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

What's New: Trade & Customs Procedures

In a busy working environment it is difficult to keep up-to-date with changes in customs/ international trade procedures. We look at key issues, new regulations and amendments that have come into force during the last 12 months. Fully revised prior to each presentation – not suitable for beginners

Manchester

09.03.2020
11.08.2020
24.11.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT





The AEO Practitioner Qualification (Level 3)

Venue: Alsager Cheshire: This special, practical qualification covers both AEO Customs (AEOC) and Supply Chain Security (AEOS) giving delegates a qualification recognized by HMRC as well as showing how best to apply for and maintain AEO status for your business. Essential for anyone in compliance.

4 days

w/c 03.02.20
w/c 20.04.20
w/c 15.06.20
w/c 17.08.20
w/c 05.10.20
w/c 23.11.20

4 Days 9:00-16:30

Location: Alsager Cheshire

£780.00 + VAT
Members
£850.00 + VAT
Non-Members

Understanding Free Trade Agreements

As the UK develops its relationships with countries within and outside the EU this practical workshop will examine modern Free Trade Agreements and how to understand, take advantage of and be compliant with these agreements. Updated to review UK Trade Continuity Agreements and relevant EU FTAs.

Manchester

07.04.2020
26.10.2020

London

19.06.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Trading with the EU: VAT & Intrastat Reports

Most companies buy/ sell within the EU and, though it can be simpler than other areas of international trade, there are still customs regulations. This presentation has been created to look specifically at issues relating to the UK Trading with European Union both as a member and non-member.

Manchester

31.01.2020
18.03.2020
30.06.2020
07.09.2020
04.11.2020

London

25.03.2020
23.09.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Advanced Guide to CDS (CHIEF) Entries

This advanced level two-day workshop gives practical advice on rules, regulators, working with Customs / Freight Agents, advice and helplines. Using software delegates will learn how to complete different types of customs entries, inventory control processes, simplified procedures, EIDR and special entry CPCs.

Manchester

25/26 Feb 2020
15/16 Sep 2020

London

9/10 May 2020
25/26 Nov 2020

£425.00 --- *Members* --- £625.00
£495.00 - *Non-Members* - £695.00
All prices subject to VAT

Letters of Credit (LC): Exporters Workshop

Essential training for all exporters who work with Letters of Credit. It offers invaluable advice on LC acceptance/interpretation and offers practical help in formulating a procedure that leads to payment "first-time, every-time". Delegates can discuss their own issues with the experienced trainer.

Manchester

02.03.2020
01.10.2020

London

19.06.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Letters of Credit: Practical Guide for Importers

This one-day interactive workshop is aimed at companies whose import activities mean they must pay overseas suppliers by Letters of Credit (L/Cs). Purchasing Managers will learn how to negotiate the best terms within L/Cs, ensuring that goods are received on time and to the correct specification.

Manchester

23.04.2020

22.10.2020

£280.00 --- *Members*
 £350.00 --- *Non-Members*
 All prices subject to VAT

Brexit & Beyond: Trading with the EU

It is vital for your business that you plan for when the UK leaves the EU and understand what will change first and what will happen after the Transitional Period. Learn what is being discussed and how the negotiations are developing from regular reports from Brussels and London.

Manchester

23.01.2020

24.04.2020

02.11.2020

London

27.03.2020

10.09.2020

£280.00 --- *Members* --- £425.00
 £350.00 - *Non-Members* - £495.00
 All prices subject to VAT

Excise Warehousing & Customs Procedures

This workshop explains key issues companies need to consider when setting up an excise warehouse whether for alcohol, tobacco or hydrocarbon oils. It looks at the application process, guarantees required and key tips on maintaining a compliant warehouse under both excise and customs regulations

Manchester

25.02.2020

30.09.2020

London

21.05.2020

26.11.2020

£280.00 --- *Members* --- £425.00
 £350.00 - *Non-Members* - £495.00
 All prices subject to VAT

Excise: Trading in Alcohol

Many businesses trade in alcohol and need to be aware of the excise regulations, transit movement requirements domestically, in the EU and overseas. Excise duty on alcohol is a key revenue source for governments so it is important you clearly understand the costs and compliance requirements.

Manchester

17.03.2020

06.10.2020

London

18.06.2020

£280.00 --- *Members* --- £425.00
 £350.00 - *Non-Members* - £495.00
 All prices subject to VAT

Incoterms 2020: Understanding the Changes

Strong & Herd is an official training partner of ICC-UK so you are assured that this course provides sensible guidance as we compare the 2010 terms to the new set and examine practical changes and key elements in getting it right. Includes extensive guidance notes and illustrative graphics to help users efficiently choose the right rule for each transaction

Manchester

AM or PM: 08.01.2020

AM or PM: 04.02.2020

AM or PM: 05.03.2020

AM or PM: 03.04.2020

£250.00 --- *Members*
 £320.00 - *Non-Members*
 All prices subject to VAT



Export Sales Guide: Letters of Credit/Incoterms

This workshop is for Export Sales, Commercial and Finance Teams concerned with developing new or existing overseas markets and arranging payment and delivery terms with overseas buyers. It reviews the risks, costs and cash flow pressures and how to grow international sales but understanding key areas.

Manchester
06.02.2020
09.09.2020

London
28.05.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

How to Price Goods for Export

Pricing is a crucial issue in successful (and profitable) exporting. This course is designed for marketing/sales/export sales professionals and will equip you to understand real product costs (including the cost of exporting), evaluate market conditions, competitors and make effective strategic pricing decisions.

Manchester
10.02.2020
13.10.2020

London
25.06.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

Managing Overseas Agents & Distributors

The representative you choose is likely to be the biggest single success factor in any market. Results come not only from choosing the right candidate, but in defining the relationship and in effective management and leadership. This course will provide you with the skills to make the right choice.

Manchester
11.02.2020
03.09.2020

London
28.05.2020
08.12.2020

£280.00 --- *Members* --- £425.00
£350.00 - *Non-Members* - £495.00
All prices subject to VAT

How to Build Export Sales

Entering new markets is a proven way to grow your business, especially when approached strategically. This course will help to break new markets profitably, by learning how to identify critical success factors, make accurate comparisons and set priorities so you recognise the markets that are right for you.

Manchester
21.07.2020
04.12.2020

London
18.03.2020
28.09.2020

£280.00 --- *Members* --- £425.00
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Strong & Herd
Import and Export Services





Strong & Herd
Import and Export Services



Helpline Support with OneCall®

OneCall Level 1

The Basic service lets you call or email our office with enquiries so you can guide and support you to the correct places for information, reinforce your understanding of procedures.

Covers 6-8

Questions pa

Regular updates

£70.00 off

Training places

Top-ups available

Subscription price

£180.00 + VAT

Per year

Paid in Advance

OneCall More

Level 2 provides a single port of call for assistance and guidance in all areas of import and export procedures. OneCall More provides support to your day-to-day activities in a cost-effective way.

Covers 6-8

Calls each month

Regular updates

£70.00 off

Training places

Top-ups available

Subscription price

£600.00 + VAT

Per year

Paid in Advance

OneCall Plus

The essence of OneCall Plus is to get practical assistance and advice on all matters relating to international trade. With "Plus" S&H joins your compliance team saving valuable time & money.

Covers 24 hours help per month

Regular updates

£70.00 off

Training places

Covert to 1 on 1

Subscription price

£1560.00 + VAT

Per year

Paid in Advance

OneCall OnDemand

Just need a couple of hours of dedicated advise? OneCall OnDemand gives you a minimum of 2 hours time with a subject matter expert by phone or webex. Book your dedicated call now.

OneCall – 2 hour

Dedicated session

Regular updates

£70.00 off

Training places

Subscription price

£500.00 + VAT

Minimum 2 hours

Paid in Advance

What is OneCall?

A business support service created to assist importers and exporters. Includes the "Did You Know" email information service to help you keep up-to-date with current international trade and customs issues.

How will I benefit from OneCall?

Within the OneCall Team are specialists on a wide range of import, export and customs procedures. Using the service means you won't waste time searching for answers, our team will know or quickly find out for you leaving you to concentrate on your proper job. Not only do you get an immediate response but the people manning the service are helpful and extremely knowledgeable – ideal for seeking that second opinion on a tricky question. The OneCall Team can guide you in the right direction or even do some of the work for you – they are there as a support to your business needs – try us out; you won't regret it.

How Do I Subscribe? It's easy.

There are 4 different options – choose the one that best suits your requirements and apply on-line or by email to:

onecall@strongandherd.co.uk

Need something more bespoke or long term with training – ask about our Business Support Packages

Indicate your choice by ticking or placing a X in the appropriate box:

OneCall – Level 1	per year	£180.00+VAT	<input type="checkbox"/>
OneCall "More"	per year	£600.00+VAT	<input type="checkbox"/>
OneCall "Plus"	12 month subscription	£1560.00+VAT	<input type="checkbox"/>
OneCall "On Demand"	One off subscription	£250 +VAT per hour, min 2 hrs	<input type="checkbox"/>

Company details: _____

Contact Name: _____ Telephone No. _____

Name(s) & email for up-date service: _____

Name & email for training info (if different): _____

Payment Method: _____ Purchase Order Number: _____

Cheque with order Please Invoice me By Credit Card

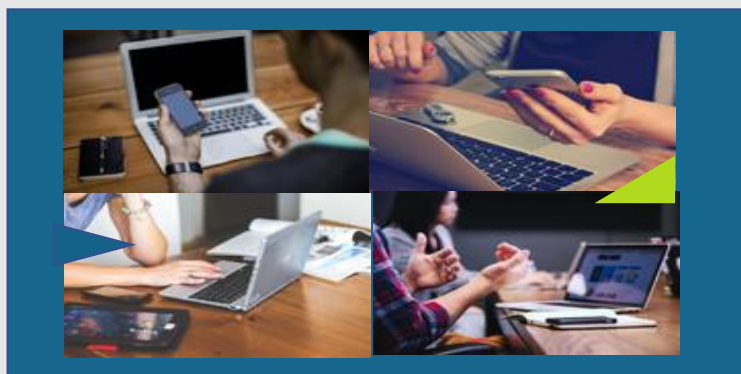
Card Number: _____

Type of card: _____ Expiry Date: _____

Signature: _____ Security Code: _____



Strong & Herd
Import and Export Services



Helpline Support with OneCall®