MERCURY

International Trade & Shipping with E-Commerce

14 – 18 February 2027
Manama (Bahrain)



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Ref: 15355_305216 **Date:** 14 – 18 February 2027 **Location:** Manama (Bahrain) **Fees:** 4900 Euro

Introduction:

Today's organizations deal with ever-increasing levels of complexity when trading globally. Participants in this international trade and e-commerce shipping course will learn that sourcing suppliers and managing quality, cost, and delivery through the supply chain require managers to continually sharpen and update their skills to provide measurable best value for their organization effectively.

The Importance of Shipping in E-Commerce:

Shipping has emerged as a vital element in E-Commerce, directly influencing customer satisfaction and repeat business. As online consumers anticipate fast, reliable, and affordable delivery options, understanding the intrinsic role of shipping in e-commerce becomes crucial for companies venturing into digital markets.

Organizations can fine-tune their distribution strategies by exploring e-commerce international shipping solutions, minimizing costs, and enhancing the customer experience. Adherence to efficient e-commerce shipping practices and insights into why shipping is vital for e-commerce is paramount in achieving a competitive edge in today's global market.

Targeted Groups:

- Procurement Management.
- Purchasing Professionals.
- Supply Chain Management.
- Vendor Relationship Management.
- Procurement Professionals.
- International Trade Professionals.
- Transportation Management.

Course Objectives:

At the end of this international trade and e-commerce shipping course, the participants will be able to:

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- Develop cost-effective international vendor sourcing strategies.
- Develop an awareness of shipping options and cost structures.
- Construct effective global supply chain management strategies.
- Develop appropriate risk mitigation and marine insurance strategies.
- Ensure vendor compliance with international standards and CSR.
- Take away specific action plans to develop their role and organizational benefit further.
- Understand the fundamental principles and tools for global supplier sourcing.
- Learn about vendor auditing and compliance.
- Recognize the shipping options, insurance and inconveniences.
- Develop cost-efficient supply chain logistics.

Targeted Competencies:

At the end of this international trade and e-commerce shipping training, the participant's competencies will be able to:

- International trade and shipping.
- E-Commerce to Access International Markets.
- Foreign currency strategies.
- Global industry standards.
- Shipping Management.
- Supply chain and logistics.
- Vendor sourcing strategies.
- Customs handling.

Course Content:

Unit 1: International Trade - Challenges and Opportunities:

- International trade - aligning strategy to organizational goals.
- Overview of geographic opportunities by industry sector.
- Common challenges faced by organizations trading internationally.
- Vendor sourcing strategies.
- Cross-cultural communication.
- Foreign currency strategies FX.
- Managing global supply chains.

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Unit 2: Vendor Sourcing & Management:

- Constructing adequate specifications and vendor positioning statements.
- Managing quality, cost and delivery.
- Incoterms.
- Additional value creation from sourcing.
- Geographic risk analysis - macro and micro levels.
- Compliance with global industry standards.
- Managing Corporate Social Responsibility CSR.
- Vendor auditing strategies and toolkit.
- Service level agreements SLA.
- International contractual and legal best practice.

Unit 3: Shipping & Logistics Management:

- Overview of shipping cost drivers.
- Shipping options and impacts - consolidation, part container.
- Creating cost-effective and risk-mitigating shipping strategies.
- Marine insurance:
- Establishing organizational cover levels.
- Premium cost drivers and premium reduction strategies.
- Use of emerging technologies tracking, monitoring, and security.

Unit 4: Customs/Port of Entry:

- The role of customs.
- Calculating import duty tariffs.
- Establishing correct import duty tariffs.
- Customs systems and processes.
- Use of a bonded warehouse.
- Duty deferment options.
- Use of freight forwarding agents.

Unit 5: Finance & Documentation:

- Establishing the organizational trade cycle.
- Impacts of the trade cycle on cash flows.
- Advanced financial strategies for international trade.
- International supply chain document roadmap.
- Global best practice.
- Action planning.

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Unit 6: E-Commerce: Accessing International Markets:

- Understanding the Context of E-Commerce.
- E-Commerce Environment.
- Unique Challenges to E-Commerce.
- Establishing E-Commerce Operations.
- Identify E-Commerce Requirements.
- Using an Integrated E-Commerce Model.
- Localizing Sites for International Markets.
- Assessing Organizational Readiness and Identifying Gaps.
- Internal Versus Outsourced.
- Setting Up an E-Commerce Operation.
- Marketing with Digital Technology.