

IIFT is launching **Certificate Program in Export-Import Management (CPEIM)** which gives insight into the main aspects that will have to be dealt with by an exporter or an importer. The program spread over 4 months prepares participants for systematically approaching export/import transactions by offering a hands-on experience to real life business problems, its diagnostics and evolving strategic decisions etc through a wide coverage on all possible domains of export-import business. Some of the highlights of the program coverage include:

- Step by step procedure to get into exports/import
- Incentives given to Indian exporters/importers under India's Foreign Trade Policy (FTP)
- Export & Import Documentation
- Trade Logistics & Operations
- Export/Import Financing
- Researching emerging markets (Africa, LAC, South East Asia etc)
- Diversify into new markets in light of WTO and various Regional Trading agreements signed by India.

Through this wide scope and coverage, the program offers a unique opportunity to have an in-depth understanding of doing business across various global markets and thus enabling companies to develop customized business plan and market entry strategies.

In our effort to make knowledge available and accessible to the largest number **we have taken these program online with live class –room sessions which can be accessed from home/office in any city.** The sessions would be held either on weekdays or on week-ends depending on the majority of choices made by the applicants. Program details are enclosed. **Information on the Program is also available on www.iift.edu. The program would run during Nov 2012 to Feb 2013. Last date for receipt of application is 19th October 2012. I am sure your executives would find the prog beneficial.**