



**Quality learning  
from the world  
business organization**



# ABOUT US

The ICC ACADEMY is a ground-breaking e-learning platform brought to you by the International Chamber of Commerce (ICC). We offer online certifications and professional development services to meet the educational needs of banks, corporates and other organisations at the forefront of international trade.

Our online courses and certificate programmes are designed by ICC's unrivalled roster of international experts, which include:

- > **Alexander Malaket**  
President of OPUS Advisory Services International
- > **Daniel Cotti**  
Founder and Managing Director of Cotti Trade and Treasury
- > **Guillermo Jimenez**  
Professor of International Trade and Fashion Law for the Fashion Institute of Technology
- > **Pottengal Mukundan**  
Director of ICC International Maritime Bureau
- > **Reinhard Angelmar**  
Emeritus Professor of Marketing and Management at INSEAD

ICC is the world's largest business organization representing more than 45 million companies in over 100 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, ICC promotes international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. ICC's members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.



## Vision

To be an indispensable partner for learning solutions known for setting business competency standards and best practices that enable global growth.

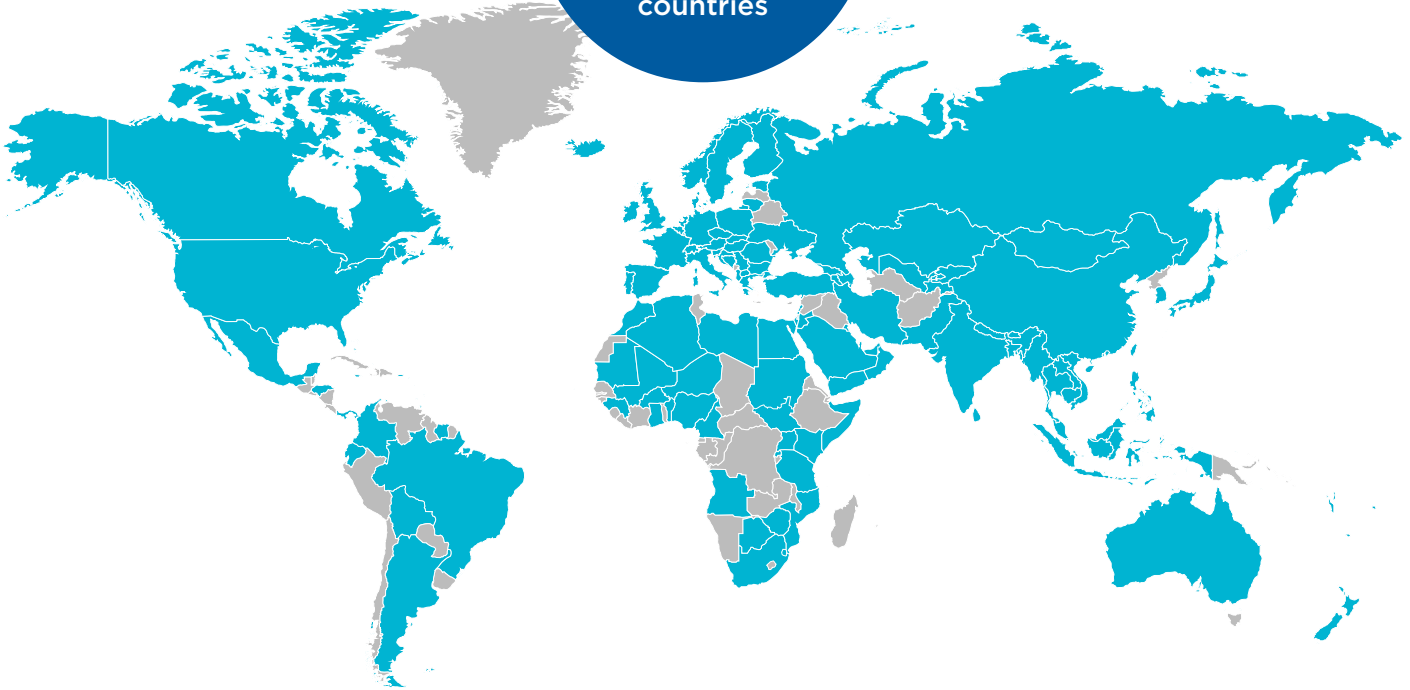


## Mission

To be the premier learning academy committed to capacity building that empowers business to work for everyone, everywhere, every day.

# OUR NETWORK

ICC Academy's  
alumni community  
spans over  
**130**  
countries



Join the companies and institutions using  
the ICC Academy to upskill their employees



# WHY CHOOSE US?



Innovative and flexible online learning for global trade professionals



Market-leading certifications



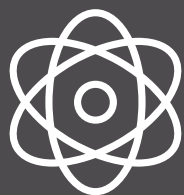
Tailored livecasts and video series on in-demand topics



Relevant curriculum developed by renowned specialists



Industry-recognised credentials



Access to ICC's extensive global network

# OUR CERTIFICATION PROGRAMMES

## Trade finance



Global Trade Certificate (GTC)



Certified Trade Finance Professional (CTFP)

## International business



Export/Import Certificate (EIC)



IMB NVOCC Bill of Lading Certificate (NBL)



Free Trade Agreement Certificate (FTAC)



E-Invoicing Solutions Certificate (ESC)



Microfinance Associate Certificate (MAC)



*Incoterms*® 2020 Certificate (INCO)

## Regulation and compliance



Ethical Marketing and Advertising (EMA)

# OUR AUTHORS



**Peter Rand**  
Regional Head of SME,  
Commercial Payments,  
Mastercard



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Co-Chair, European  
E-Invoicing Service  
Providers Association



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Network Ltd



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of Commerce



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HDA Conseil



**Joshua Cohen**  
Managing Director,  
Mayer and Co Advisory

## Trade finance

# GLOBAL TRADE CERTIFICATE (GTC)

The Global Trade Certificate (GTC) is an introductory-level programme providing solid knowledge on trade finance products. It is an ideal programme for professionals wanting to build an understanding of the nuts and bolts of global trade finance.

## Who's taking the GTC?

### BANKS AND OTHER FINANCIAL INSTITUTIONS

Generalists from relationship management and agri-commodities teams, legal and compliance officers, risk management officers, specialists within transaction banking functions and other key support staff

### CORPORATES

Treasury executives, as well as business development, compliance and legal officers

## Certificate structure

Comprising 6 core courses and 3 electives, the industry-validated syllabus was developed by a group of leading trade finance experts drawn from ICC's Banking Commission. Each course has been tailor-made to learn the essentials of global trade finance.

### CORE COURSES

- › Introduction to Trade Finance
- › Introduction to Collections
- › Introduction to Distributor Finance
- › Introduction to Documentary Credits
- › Introduction to Guarantees
- › Introduction to Receivables Finance

### ELECTIVE COURSES (Select 3)

- › Introduction to Capital and Pricing
- › Introduction to Compliance
- › Introduction to Cross-Border Trade
- › Introduction to Fraud and Reputational Risk
- › Introduction to Risk Distribution
- › Introduction to Standby Letters of Credit
- › Introduction to Supply Chain Finance
- › Introduction to Trade Finance Sales

## Why take the GTC?

- › Get a foundational understanding of global trade finance solutions
- › Learn to use trade finance tools effectively to mitigate risks
- › Become efficient in trade finance process flows—from the steps and responsibilities to the required documents used

## For CDCS® and CSDG® holders

After completing individual courses or the full certificate programme, holders of the Documentary Credit Specialists (CDCS) or Specialists in Demand Guarantees (CSDG) will earn valuable CPD points required for recertification.

## Accredited by

The London Institute  
of Banking & Finance

IBF The Institute of  
Banking & Finance  
Singapore



100% of our  
survey respondents  
said the certification  
helped them bridge  
their knowledge gap





**Full certification**  
US\$1,499

**Individual course**  
US\$150

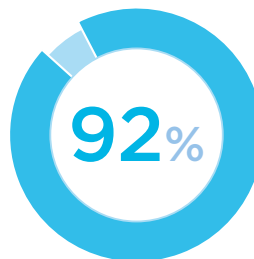
### What's included with your full certification purchase?

- › A one-year access period to the e-learning programme (6 core courses and 3 electives)
- › Interactive learning with 8 hours of video lectures, 150 narrated animations and 250 assessment questions to easily understand topics
- › A searchable and printable glossary containing all the key terms for you to refer to throughout the programme
- › Case studies from 7 companies or individuals to help apply your learning in the real-world
- › A live, proctored exam with the potential to receive an industry-recognised certificate
- › Dedicated, full-time IT support to assist you with any issues or questions

### Candidate testimonial

"The programme has equipped me with additional skills needed for my job and an understanding of the various financial institutions."

**ERNEST YAO**  
AFREXIMBANK



### WHAT ARE PEOPLE SAYING ABOUT THE GTC?

**92% of our survey respondents said they would recommend the GTC to a colleague**



ADB is glad to have partnered with ICC Academy in providing online global trade and supply chain finance training. With the initial phase, which included the Global Trade Certification, we have successfully trained 150 professionals from more than 80 Trade Finance Program partner banks."

**STEVEN BECK**  
Head of Trade Finance, Asian Development Bank

## Trade finance

# CERTIFIED TRADE FINANCE PROFESSIONAL (CTFP)

The Certified Trade Finance Professional (CTFP) is a unique programme providing up-to-the-minute training and certification on key trade finance products, techniques and compliance issues.

## Who's taking the CTFP?

### BANKS

Senior corporate banking relationship managers, senior corporate treasury professionals and specialists within transaction banking functions

### CORPORATES

Treasury executives, as well as business development, compliance and legal officers

## Certificate structure

Comprising 5 core courses and 4 electives, the industry-validated syllabus was developed by a group of leading trade finance experts drawn from ICC's Banking Commission. Each course has been tailor-made to develop the skills needed to sell, deliver and process global trade finance solutions.

### CORE COURSES

- › Advanced Working Capital for Trade
- › Advanced Documentary Credits
- › Advanced Guarantees
- › Advanced Supply Chain Finance
- › Export Finance

### ELECTIVE COURSES (Select 4)

- › Digital Trade Finance and Fintechs
- › Managing Trade Sales
- › Managing Trade Operations
- › Managing Trade Products
- › Advanced Commodity Finance
- › Advanced Standby Letters of Credit

## Why take the CTFP?

- › Explore advanced characteristics of trade finance, including processes and legal framework
- › Gain an understanding of the roles and relationships of all parties involved in a transaction
- › Become an expert in complex financial instruments to make viable commercial contracts

## For GTC, CDCS® and CSDG® holders

After completing individual courses or the full certificate, holders of the Global Trade Certificate (GTC), Certificate for Documentary Credit Specialists (CDCS®), Certificate for Specialists in Demand Guarantees (CSDG®) and the Certificate in Trade and International Finance (CITF®) programmes will earn valuable CPD points for their required recertification. Holders of the GTC, CDCS®, CSDG® or CITF® are also awarded credit exemptions towards the CTFP and can benefit from a preferential package, which includes the core CTFP courses.

## Accredited by

The London Institute  
of Banking & Finance

IBF The Institute of  
Banking & Finance  
Singapore



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**Full certification**  
US\$1,799

**Individual course**  
US\$200

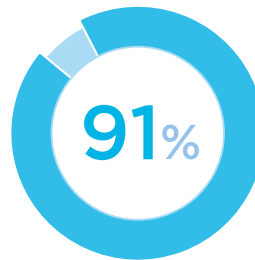
## What's included with your full certification purchase?

- › A one-year access period to the entire e-learning programme (5 core courses and 4 electives)
- › Interactive learning with 200 narrated animations and 250 assessment questions to easily understand materials
- › A searchable and printable glossary containing all the key terms for you to refer to throughout the programme
- › Case studies from 28 companies or individuals to help apply your learning in the real-world
- › A live, proctored exam with the potential to receive an industry-recognised certificate
- › Dedicated, full-time IT support to assist you with any issues or questions

## Candidate testimonial

"After completing the CTFP, I made significant changes that not only helped our customers but also earned me a promotion. The programme has enhanced my trade finance knowledge, especially from a supply chain perspective, and has helped me offer relevant trade advisory solutions to the unique needs our customers."

**MUYIWA ESAN**  
Global Trade Team Leader, Access Bank



**WHAT ARE PEOPLE SAYING ABOUT THE CTFP?**  
91% of our survey respondents said they would recommend the CTFP to a colleague



**We are pleased to see the arrival of the CTFP, a cutting-edge training program especially designed for experienced trade finance practitioners to build the skills needed to sell, deliver and process global trade finance solutions."**

**DANIEL SCHMAND**  
Chair, ICC Banking Commission  
Global Head of Trade Finance, Deutsche Bank

## International business

# EXPORT/IMPORT CERTIFICATE (EIC)

The Export/Import Certificate (EIC) provides comprehensive and practical knowledge on how to conduct cross-border transactions. This certification offers an in-depth understanding of international trade processes and their related risks to successfully compete in foreign markets.

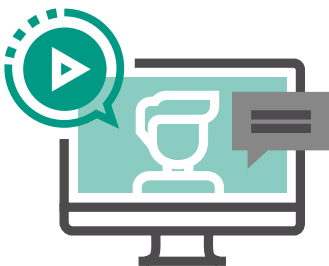
## Who's taking the EIC?

International trade professionals, including auditors, customs brokers, export and import managers, forwarders and carriers, insurance providers, trade finance bankers, private and government inspectors, trade lawyers and trade promotion executives



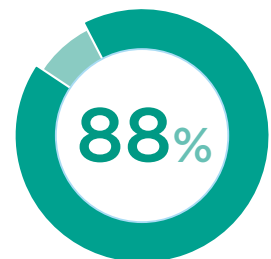
## Certificate structure

Comprising of 5 courses, the programme was created by leading trade expert, Guillermo Jimenez –author of the best-selling publication, “The ICC Guide to Export/Import: Global Standards for International Trade”. Each course covers the essential skills required to effectively trade worldwide and manage an international business, from negotiating contracts to resolving cross-border disputes.



### COURSES

- › International Trade Overview
- › Business Transactions and Contracts
- › Financing and Security Devices
- › International Logistics and Sourcing
- › Global Business Management



88% of our survey respondents said the certification helped them bridge their knowledge gap

## Why take the EIC?

- › Pick up on key market-entry strategies from industry best practices
- › Avoid costly mistakes by identifying trade risks in a transaction
- › Improve skills in negotiation and risk management by better understanding the global market

## For CDCS® and CSDG® holders

After completing individual courses or the full certificate, holders of the Certificate for Documentary Credit Specialists (CDCS®) or Certificate for Specialists in Demand Guarantees (CSDG®) will earn valuable CPD points for their required recertification.

## Accredited by






**Full certification**  
US\$699

**Individual course**  
US\$150

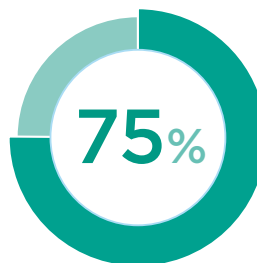
### What’s included with your full certification purchase?

- › A one-year access period to the entire e-learning programme (5 courses)
- › Interactive learning with 4 hours of video lectures, 16 narrated animations and 250 assessment questions to easily understand materials
- › A searchable and printable glossary containing all the key terms for you to refer to throughout the programme
- › Case studies from 15 companies or individuals to help apply your learning in the real-world
- › A live, proctored exam with the potential to receive an industry-recognised certificate
- › Dedicated, full-time IT support to assist you with any issues or questions

### Candidate testimonial

“The EIC is truly universal, and its content is applicable to any business worldwide.”

**ABDURAHMAN ALOTAIBI**  
Exporters Development Specialist,  
Saudi Export Development Authority



### WHAT ARE PEOPLE SAYING ABOUT THE EIC?

75% of our survey respondents said they would recommend the EIC to a colleague



In this complex, rapidly changing environment, it pays to be up to date with global export standards and strategies. This comprehensive ICC Academy course provides a foundation in export and import best practices and terminology.”

**GUILLERMO JIMENEZ**

Professor of International Trade and Fashion Law,  
Fashion Institute of Technology

# IMB NVOCC BILL OF LADING CERTIFICATE (NBL)

The IMB NVOCC Bill of Lading (NBL) provides an understanding of NVOCC bill of lading issuances, either to sign up for the International Maritime Bureau (IMB) Non-Vessel Owning Common Carriers (NVOCC) Registry or as part of a staff training programme.

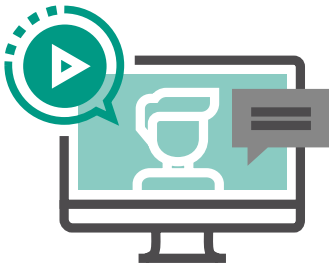
## Who's taking the NBL?

NVOCCs currently facing suspension from the IMB NVOCC registry, as well as actual carriers, cargo owners, other general traders and related stakeholders in banks



## Certificate structure

Divided into 4 lessons, the programme has been developed by Pottengal Mukundan, the Director and CEO of ICC Commercial Crime Services—the world business organization's commercial crime fighting arm. The three-hour interactive course aims to raise industry standards and covers a range of topics from the basics of trade logistics to the importance of bills of lading in international trade in order to properly issue a bill of lading.



### CERTIFICATE OUTLINE

- › Lesson 1: Overview of Bills of Lading
- › Lesson 2: The Role of Bills of Lading in Global Trade
- › Lesson 3: Understanding the IMB Register and Code
- › Lesson 4: Assessment

## Why take the NBL?

- › Streamline your logistics process with a solid understanding of bills of lading
- › Gain a competitive edge by showing industry compliance and accountable business practices as a NVOCC
- › Avoid costly and time-consuming legal investigations into improperly issued bills of lading



## Price

The price of the certificate is US\$350.

This includes access to all 4 lessons, in addition to a one-time attempt at the assessment examination.

## In partnership with





## International business

# FREE TRADE AGREEMENT CERTIFICATE (FTAC)

The Free Trade Agreement Certificate (FTAC) provides an understanding of the often difficult and legalistic FTA rules to enter key overseas markets and generate revenue-boosting solutions.

## Who's taking the FTAC?

### TRADE AND LOGISTICS

Carriers, customs brokers, forwarders, insurers, logistics service providers, professionals working in supply chain and manufacturing, as well as trade consultants

### CORPORATES

Audit, legal, procurement, sales, taxation and trade compliance teams, as well as business development executives

## Certificate structure

Divided into 5 lessons, the programme was developed by Globalab's Principal Trainer, Maler Vilee, who has more than 15 years of experience working with governments in trade, investment and free trade agreements. The three-hour interactive course aims to train companies, especially small and medium-sized enterprises, to be adept at using FTAs to boost export competitiveness and identify new growth opportunities.



### CERTIFICATE OUTLINE

- › Lesson 1: Strategic Planning Behind FTAs
- › Lesson 2: Overview of the FTA basics
- › Lesson 3: Importance of FTAs for Business Operations
- › Lesson 4: Industry Case Studies
- › Lesson 5: Assessment

## Why take the FTAC?

- › Learn how to expand and source your business activities more competitively via FTAs
- › Save valuable resources by leveraging tariff elimination and reduction on specific products when traded through FTAs
- › Avoid costly mistakes by understanding sanitary, anti-dumping, and phytosanitary measures, including some worst-case scenarios



## Price

The price of the certificate is US\$350.

This includes access to all 5 lessons, in addition to a one-time attempt at the assessment examination.

## In partnership with



## International business

# E-INVOICING SOLUTIONS CERTIFICATE (ESC)

The E-Invoicing Solutions Certificate (ESC) explains the steps necessary to adopt e-invoicing, the processes for successful implementation and its benefits with the aim of expanding business.

## Who's taking the ESC?

Business owners and management teams, export and import managers, finance and operations teams, trade lawyers, trade promotion executives and banks



## Certificate structure

Divided into 5 lessons, the programme has been created alongside Mastercard and in partnership with Basware and Xero. The certificate leverages a deep understanding of the digital payment ecosystem to increase the efficiency of an organisation's finance operations while making it easier to transact with customers.



### CERTIFICATE OUTLINE

- › Lesson 1: Traditional Methods
- › Lesson 2: E-Invoicing Overview
- › Lesson 3: Going Digital
- › Lesson 4: Industry Case Studies
- › Lesson 5: Assessment

## Why take the ESC?

- › Reduce common mistakes with traditional invoicing, while improving tax reporting, working capital and supplier relations
- › Improve access to lending and finance by enabling easy presentation of your business' financial history
- › Boost your digital footprint and attract new and connected audiences



## Price

The price of the certificate is US\$350.

This includes access to all 5 lessons, in addition to a one-time attempt at the assessment examination.

## Brought to you by



## In partnership with





## International business

# MICROFINANCE ASSOCIATE CERTIFICATE (MAC)

The Microfinance Associate Certificate (MAC) provides a practical overview and leverage a deeper understanding of challenges and processes required to achieve business-readiness for anyone joining the microfinance industry.



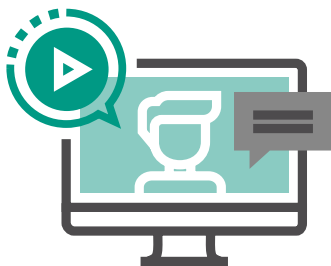
## Who's taking the MAC?

Microfinance providers, SMEs, financial institutions, corporates, banks, non-profit organisations, legal and regulation teams



## Certificate structure

Comprising 5 courses, the programme has been created in partnership with Satin Creditcare Network (SCNL), one of the world's leading microfinance providers. Microfinance institutions and services provide financial assistance and awareness to people living in less-developed economies. The certificate covers the primary models, application methods and impact of microfinance, as well as the possible risks and mitigation strategies.



## COURSES

- › Introduction to Microfinance
- › Microfinance Ecosystem and Application
- › Microfinance Technology and Analytics
- › Microfinance Risk and Mitigation
- › Microfinance Indicators and Impact

## Why take the MAC?

- › Streamline application processes for all parties via best practices and collaborative risk mitigation strategies
- › Understand the new microfinance business models that have grown to serve 140 million low-income clients
- › Discover the impact of financial inclusion on climate change, economic growth, SMEs and more.



## Price

The price of the certificate is US\$499.

This include access to all 5 courses, in addition to a one-time attempt at the assessment examination.

## In partnership with



## International business

# INCOTERMS® 2020 CERTIFICATE (INCO)

The *Incoterms*® 2020 Certificate (INCO) provides a comprehensive working knowledge of ICC's globally recognised commercial trade terms, which offer specific guidance for those participating in the import and export of global trade. Available in English and Spanish, this course helps traders avoid costly misunderstandings by clarifying the tasks, costs and risks involved in the delivery of goods.

## Who's taking the INCO?

### CORPORATES

Accountants, audit teams, business development and marketing managers, exporters and importers in SMEs and corporations, as well as sales and purchasing managers

### TRADE AND LOGISTICS

Logistics providers, commercial lawyers and arbitrators, custom brokers, freight forwarders, general transportation carriers, insurance managers and trade consultants

### BANKS

Finance and procurement managers, compliance and risk managers, front-office relationship managers, back office trade finance and trade operations teams

## Certificate structure

Divided into 7 lessons, the programme has been developed by leading international arbitrator, Charles Debattista. Mr Debattista is also a special advisor to the official ICC *Incoterms*® 2020 Drafting Group. The group consists of 9 experts, including ICC's Trade and Investment Directors from Asia, America and Europe. The three-hour course provides an understanding of the trade terms and how they give a common framework to the trade industry.



### CERTIFICATE OUTLINE

- › Lesson 1: Overview of Incoterms® Rules
- › Lesson 2: Definition of *Incoterms*® 2020
- › Lesson 3: Obligations Part 1
- › Lesson 4: Obligations Part 2
- › Lesson 5: Comparison Matrix
- › Lesson 6: Industry Case Studies
- › Lesson 7: Assessment

## Why take the INCO?

- › Evolve your international trade activities by learning to identify the best Incoterms® rule for your business contracts.
- › Avoid costly mistakes by learning buyer and seller obligation relating to costs, insurance, trade documents and more
- › Understand the origins and technology-driven future of the Incoterms® rules—the world's most essential trade terms since 1936



## Price

The price of the certificate is US\$399. This includes access to all 7 lessons in addition to a one-time attempt at the assessment examination. The certificate and digital publication bundle is priced at US\$429.

## Regulation and compliance

# ETHICAL MARKETING AND ADVERTISING (EMA)

The Ethical Marketing and Advertising (EMA) provides the latest training needed to conceptualise, design and deliver responsible marketing communications. The course offers the know-how and skills to spot and avoid ethics violations, critical to those looking to build consumer trust and brand loyalty.



## Who's taking the EMA?

Advertisers, marketers and other professionals working for regulators advocacy groups, advertising associations and academic institutions, including their business students.



## Certificate structure

Divided into 6 lessons, the programme was developed by experts from ICC's Marketing and Advertising Commission and the renowned international business school, INSEAD. The two-hour interactive course provides a comprehensive understanding of the principles at the heart of global advertising codes, which are applicable across all industries.



## CERTIFICATE OUTLINE

- › Lesson 1: What is the ICC Code?
- › Lesson 2: Importance of Ethical Advertising
- › Lesson 3: Ethical Principles relating to Customers
- › Lesson 4: Ethical Principles relating to Society
- › Lesson 5: Ethical Principles relating to Competitors
- › Lesson 6: Digital Marketing

## Why take the EMA?

- › The only official academic adaptation of the ICC Marketing and Advertising Code—an industry standard for over 80 years.
- › Learn to produce transparent and effective forms of international advertising
- › Create a healthy brand for your company to earn customer loyalty for long-term strategic growth



## Price

This course is available free of charge.

Professionals wishing to solidify their commitment to the ICC Code and earn an ICC Academy Certificate are encouraged to take our final examination for a nominal fee of US\$200.

# ICC LIVECAST

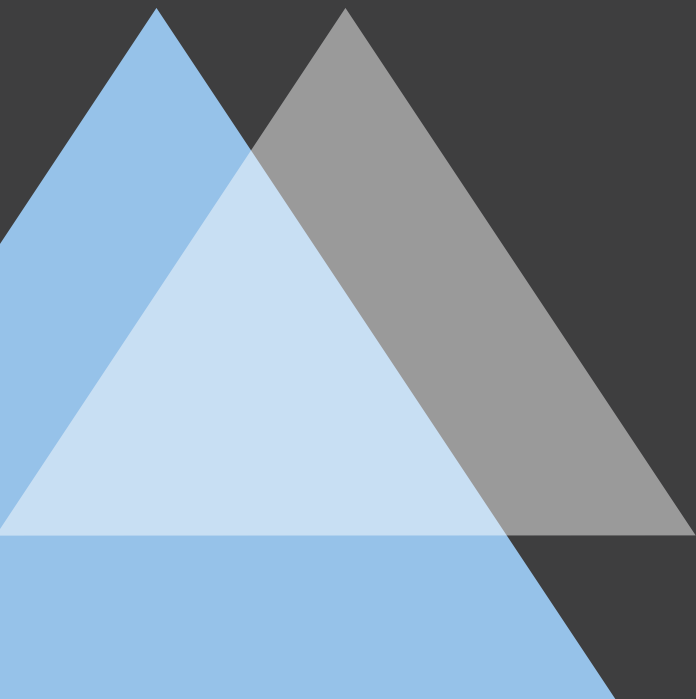
We are bringing the voice of business directly to you with our exciting new project, ICC Livecast.

In today's ever-changing landscape, it is important that professionals expand their reach by diving deeper into how the business ecosystem is evolving. That is why we want to showcase best practices for businesses—both big and small—and how successful ideas can be implemented across a range of industries.

Our livecasts are informal 30-minute discussions with key specialists and are viewable via YouTube channel.

## Some of our livecasts include:

- › **“The Future of the Paris Agreement”** with Majda Dabaghi, Director of Inclusive and Green Growth for ICC
- › **“Solutions for Maritime Trade: Bills of Lading Risk”** with Pottengal Mukundan, Director of the International Maritime Bureau
- › **“The Future of SME Finance”** with Qamar Saleem, Global Technical Lead of SME Banking Practices for the International Finance Corporation
- › **“The SME Digital Marketplace”** with Gerald Sun, Vice President of Government Engagement for Mastercard
- › **“Cloud Innovation for Business”** with Aneesha Reihana, Director of Digital Transformation for Consumer Cloud Technology Services
- › **“The Role of SWIFT in Digital Future”** with Michael Moon, Managing Director of Payments, Trade and Communications for SWIFT
- › **“The Origin of the Incoterm Rules”** with Emmanuel Jolivet, General Counsel for ICC
- › **“The Impact of Compliance on Small Businesses”** with Jolyon Ellwood-Russell, Financial Markets Partner for Simmons & Simmons

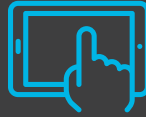


# ALWAYS EVOLVING

We care about education and aim to provide the best experience possible for our candidates. To achieve this, our team regularly updates every course with exciting new features and refreshed content to keep pace with today's ever-changing business landscape. Here are some of our most recent adds:



Courses optimised for all mobile and tablet devices



A simple navigation system to flip between pages



A quiz review dashboard for assessment tracking



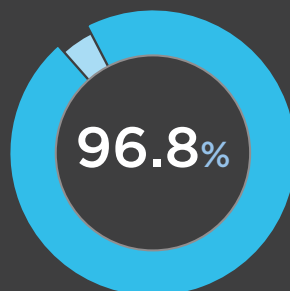
Animated videos with voice-overs and transcripts



Achievement badges for showcasing progression



An integrated and searchable course glossary of terms



**96.8% of our 1,700 survey respondents gave positive feedback on our certificates**

« As a global trading hub, Singapore's extensive network of 24 Free Trade Agreements (FTAs) and Economic Partnership Agreements help our companies access overseas market opportunities with FTA partner countries. It is increasingly important for companies to be adept at using FTAs to boost export competitiveness and identify new growth opportunities. The FTAC by the ICC Academy supports professionals handling cross-border trade with the foundation of FTA regulations to enhance their understanding and its applications. »

**SATVINDER SINGH**

Assistant Chief Executive Officer, Enterprise Singapore

« Today, digitising invoicing is essential to a business's ability to grow. When companies are just starting out, invoicing is pretty straightforward. It's when the volume of customers increases that it starts to become a challenge. While this may sound daunting, it starts with a simple switch to e-invoicing. For ambitious SMEs, this practical and user-friendly course is a must, as it combines the decades of know-how and resources of the ICC Academy, Mastercard, Basware and Xero to help SMEs improve their day-to-day business operations. »

**JAMES ANDERSON**

Executive Vice President of Commercial Products, Mastercard



To learn more about the ICC Academy, please contact

**DANIEL KOK**

Managing Director, ICC Academy

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