



**brook**  
training

Implementing  
Business Support  
Interventions to  
Facilitate Change

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**Course Overview:**

Importing  
Fundamentals and  
Understanding

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## Content will include:

- **Import Overview**

- Benefits of importing – how it contributes to organisational success
- How an import purchase differs from a domestic purchase
- Market research – basic overview of issues to take into account
- Preferential Trading areas – targeting countries who enjoy nil or reduced rates of duty on imports from the UK
- Route to supplier (direct to supplier, agents, distributors etc.)
- Explanation of import terminology; terms of delivery (Incoterms 2010); import documentation requirements – EU and non-EU
- Methods of Shipment and Insurance
- Methods of Payment; how to deal with currency invoicing; money saving customs procedures

- **Import Strategy**

- Readiness to import – questionnaire to determine how ready the organisation is to start importing (each delegate to determine specific selection criteria they would need the import market to fulfil for their company).
- What information do we need before we decide to import?
- Pricing
- Import Research – what is involved?
- Trade Exhibitions
- What skills & resources will be needed to import?
- Import financing – ways of financing your imports

- **The Import Process**

- Solicited or unsolicited enquiries
- Logistics (plus role of the freight forwarder); Customs Regimes; Terms of delivery; Documentation.
- How internal paperwork simplifies the importing process (quotation, order acknowledgement, works order, picking & packing list, commercial/import invoice)
- Departmental roles in the import process (planning, shop floor, inspection, warehouse [types of packaging according to air or sea, durability etc. compatibility of goods, security, loading – photographing], shipping, credit control)
- Proactive research
- The Import Purchase order

- **Getting Paid**

- **Methods of payment:**

- Payment in advance
  - Partial payment
  - open account
  - cash against documents
  - Usance bill of exchange
  - Letter of Credit
  - Providing the relevant paperwork with the relevant information (invoice, packing list, shipping document, bill of exchange, L/C)

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### For more information:

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- **Import Licences**

- What are Import Controls?
- The UK National Import Prohibition legislation; Military & Dual Use explained; ITAR (International Traffic In Arms Regulations)
- End Use Controls
- Getting a rating for your product
- Types of Import Licence
- Applying for a licence
- Record keeping

- **Preferential Duty**

- What is preferential trade?
- Countries with which the EU have preferential trading agreements
- Originating rules; Supplier's declarations; Origin certification

**Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from, and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort.**

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## Format of Delivery

The support will be specifically tailored to the business and/or group needs and contain elements of one to one support to respond to individual's skills gaps.

The training content will be bespoke and specific to this organisation's requirements.

An integral part of the training and skills development will be one of 'experiential learning' by virtue of real, in the business project based activity.

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## Duration of Delivery

Delivery time and number of participants will be bespoke to employer need with specific dates and phasing by agreement with the company and Brook.

An initial meeting will take place to discuss requirements where duration and selected modules will be decided to form the training programme schedule.

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## Business Benefits

For businesses to achieve growth, for many it is no longer adequate to rely on domestic market growth potential. However to take those early steps into exploiting import potential, barriers, methodology and processes may appear daunting.

This training will give the delegates new skills and understanding whereby importing will be explained step by step, compliance and regulatory issues will be demystified, helping to become 'import ready'.

The training will increase knowledge, skills and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.

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