

Become a Trade Strategy Navigator

**Trade Advisory in Action:
Real-World Export
Strategy & Risk**

**Connecting insight,
innovation, and impact in
global trade advisory.**



Trade Strategy Navigator

Introduction

The Trade Advisory in Practice Program is an advanced, applied learning experience developed by the Global Trade Professionals Alliance (GTPA) and EMTC for trade advisers, policy practitioners, and export facilitators.

This program builds on foundational trade advisory concepts by immersing participants in practical, regionally focused, and scenario-based exercises that mirror the complexities of modern trade.

Through live workshops, field visits, and interactive simulations, participants will bridge the gap between policy understanding and practical business advisory, gaining confidence to provide strategic, compliant, and commercially relevant export advice.

With facilitation from an anchor presenter and contributions from guest experts, participants will work through case studies, sector examples, and peer collaboration, deepening their capability to support SMEs in navigating trade challenges across markets.

Trade Strategy Navigator

Introduction

This multi-layered learning experience combines online and in-person components to ensure both practical application and global insights:

Training Series: 7 expert-led modules (1.5 hours each with interactive Q&A) delivered virtually. For professionals shaping the future of global trade — including supply chain strategists, international business consultants, digital trade specialists, and e-commerce advisors. *Delivered either online or in-person.*

Each module includes discussion pauses every 15 minutes to encourage engagement and problem-solving.

Immersion Experience (Optional): Hands-on field trip featuring site visits, workshops, and peer exchange, focused on Trade Advisory in Action.

Global Learning Portal: Access to a customised online platform with recordings, templates, and related publications, guides and templates. Continuously updated with emerging policies and practices.

Trade Strategy Navigator

Global Credentials and Recognition

Graduates will receive exclusive international recognition through the GTPA & EMTC Global Trade Passport Program, including:

- Eligibility to apply for ISO/IEC 17024 Certification as a Global Trade Management Expert and Trade Advisory Specialist
- Two Digital Micro-Credentials in Trade Management and Trade Policy.
- Recognition as part of a global network of certified trade professionals and digital exporters



Trade Strategy Navigator

Why Join This Program

- Learn to translate policy and theory into actionable trade advice for SMEs.
- Gain hands-on experience through immersive field activities and real-world case studies.
- Understand how regional contexts influence trade risks, opportunities, and compliance.
- Strengthen your skills in risk assessment, market entry strategy, and documentation guidance.
- Build lasting connections with industry experts, trade policymakers, and peers.
- Receive practical tools and templates for export planning, advisory reporting, and client support.



Who Should Attend

This program is designed for professionals supporting SME internationalisation and trade growth, including:

- Trade and export advisers
- SME business consultants
- Export promotion agency officers
- Trade policy and economic development officials
- Industry association representatives
- Government and regional trade development practitioners
- Export managers and trade compliance officers
- Risk, logistics, and procurement professionals
- Business chamber and investment agency staff



What It Equips Participants With

By completing this course, participants will have gained:

- Practical understanding of how to deliver effective trade and export advice.
- Skills to identify, assess, and mitigate market, regulatory, and geopolitical risks.
- Confidence to interpret trade policy and agreements in real-world advisory contexts.
- Insights into sector-specific and regional trade challenges.
- Tools to apply scenario modelling, documentation guidance, and compliance frameworks effectively.
- Enhanced ability to facilitate peer learning and capacity building within advisory ecosystems.



Course Content: Session 1

Export Planning & Marketing Strategy

Objective: Help advisers guide SMEs in building practical, market-driven export strategies.

Key Topics:

- **Developing an Export Plan:** Key considerations, frameworks, best practices
- **Market Selection & Prioritisation:** Identifying high-potential regions, assessing risks
- **Market Entry & Growth:** Entry modes, long-term strategic planning
- **Trade Skills:** Building proactive strategies, networks, and insights
- **Competitive Positioning:** Branding, differentiation, global success
- **Sector-Specific Insights**

Learning Outcome: Advisers can help SMEs craft export plans aligned with market opportunities and internal capabilities.



Course Content: Session 2

Managing Export Documentation & Regulatory Compliance

Objective: Help advisers guide SMEs in navigating complex export documentation and regulatory requirements.

Key Topics:

- **Export Documentation Fundamentals:** Certificates of origin, commercial invoices, and shipping documents
- **Compliance with International Standards & Regulations:** ISO, food safety, labelling, and product standards
- **Tariffs and Quotas:** Understanding classifications and obligations
- **Customs Procedures & Trade Agreements:** For example leveraging CPTPP, RCEP, AfCTA and other regional partnerships
- **Digital Documentation Systems:** Technology-enabled export process management
- **Service Provider Selection:** Choosing partners for compliance and documentation efficiency
- **Risk Mitigation:** Avoiding penalties and delays

Learning Outcome: Advisers can guide SMEs in achieving timely, compliant, and efficient export operations.

Course Content: Session 3

Trade Risk Assessment & Scenario Planning

Objective: Develop SME advisory skills for proactive risk identification, analysis, and response.

Key Topics:

- **Geopolitical Trade Risks:** Impact of conflicts, US-China tensions, and rising protectionism
- **Scenario-Based Planning:** Modeling risks like increased tariffs, trade wars, and regulatory changes
- **Risk Management Techniques:** IP protection, diversification, multi-market strategies, and legal safeguards
- **Industry Impacts**

Learning Outcome: Advisers can help SMEs anticipate, plan, and mitigate trade risks effectively.



Course Content: Session 4

Sector Deep Dive – Tailored Export Insights

Objective: Equip advisers with sector-specific insights to advise SMEs in complex global environments. Industry focus can be tailored to your requirements and needs.

Key Topics:

- **Macro-Climate Analysis:** Economic shifts, supply chain vulnerabilities, ESG regulations, digital transformation
- **Technology Sector:** Data privacy, IP protection, market access in Asia, USA, EU
- **Food & Beverage:** Sustainability trends, regulatory hurdles, labelling, plant-based innovations
- **METS:** Resource nationalism, automation exports, ESG concerns, new market opportunities
- **Manufacturing:** Supply chain localisation, automation, sustainability standards, geopolitical impact
- **Health:** Medical export regulations, digital health innovations, compliance in key markets

Learning Outcome: Advisers will gain in-depth sector knowledge to provide tailored, actionable advice to SMEs.

Course Content: Session 5

Market Research & Practical Best Practices

Objective: Strengthen advisers' capacity to help SMEs identify market opportunities using real-world data.

Key Topics:

- **Conducting Market Research:** Identifying demand, competitors, and regulatory environments
- **Data-Driven Decision Making:** Using trade databases and intelligence tools
- **Best Practices in International Market Research**
- **Case Studies**

Learning Outcome: Advisers can guide SMEs to make informed market entry and growth decisions.



Course Content: Session 6

Digital Trade & Cross-Border Expansion

Objective: Prepare advisers to support SMEs in leveraging e-commerce and digital trade opportunities.

Key Topics:

- **Cross-Border E-Commerce Fundamentals:** Platforms, logistics, payment systems
- **US De Minimis Trade Announcement:** Implications for SMEs exporting low-value shipments
- **Navigating US E-Commerce Tariff & Policy Changes**
- **Global Marketplace Strategy:** Selling via Amazon, Alibaba, and other platforms
- **Direct-to-Consumer Models:** Building brand presence and market trust
- **Regulatory Compliance in Digital Trade:** Data localisation, privacy, cybersecurity, and tax considerations

Learning Outcome: Advisers can support SMEs in building scalable, compliant, and profitable digital trade strategies.

Course Content: Session 7

Strategic Trade Advice & Policy Application

Objective: Develop advisers' ability to provide clear, actionable, and policy-informed trade guidance.

Key Topics:

- **Advising SMEs in Turbulent Times:** Geopolitical shifts, trade restrictions, economic uncertainty
- **Crafting & Presenting Trade Advice: Clear communication and actionable recommendations**
- **Understanding Negligent Misstatement:** Providing accurate advice while allowing independent decision-making
- **Emerging Trends & Trade Disruptors:** Protectionism, trade alliances, and digital innovation impacts
- **Trade Policy Instruments:** Tariffs, FTAs, export controls, sanctions
- **Trade Policy Risk Assessment:** Evaluating agreements, regulations, and compliance measures

Learning Outcome: Advisers will confidently guide SMEs through complex trade environments with practical, policy-informed strategies.

Conclusion

By the end of the Trade Advisory in Practice Program, participants will have:

- Gained practical, hands-on experience in trade advisory delivery.
- Strengthened their understanding of how regional contexts influence trade dynamics.
- Built competence in scenario analysis, client engagement, and advisory communication.
- Developed confidence to provide strategic, responsible, and impactful export guidance.
- Joined a growing network of trade professionals shaping resilient and adaptive advisory ecosystems.



Immersive Field Trip & Practical Experience

Program Extension: Trade Advisory in Action – Regional Immersion

To reinforce applied learning, the program includes a multi-day immersive experience designed to place participants directly in trade and export environments — engaging with businesses, agencies, and policy enablers in real contexts.

Day 1: The Trade Advisory Ecosystem in Practice

Morning Session: Policy Meets Practice

- Visit a regional trade and investment office or export development agency.
- Discussions with trade commissioners and policy experts about regional trade priorities.

Afternoon Field Visit: SME Export Support in Action

- Observe local business engagement sessions and export readiness consultations.
- Reflect on advisory approaches and tools used in the field.

Immersive Field Trip & Practical Experience

Day 2: Industry Insights and Risk Perspectives

Morning Session: Exporting Business Operations

- Visit a manufacturing or agrifood exporter to explore logistics and compliance processes.
- On-site dialogue on documentation, certification, and quality assurance.

Afternoon Session: Risk Identification Workshop

- Group-based risk mapping activity based on the morning's observations.
- Develop practical advisory strategies to mitigate identified risks.



Immersive Field Trip & Practical Experience

Day 3: Market Access & Digital Trade Integration

Morning Session: Digital Trade Ecosystem Field Visit

- Engage with e-commerce or digital logistics providers.
- Explore digital compliance systems and cross-border facilitation tools.

Afternoon Session: Advisory Simulation

- Participate in a live trade advisory role-play with complex export client scenarios.
- Peer and expert feedback on advisory communication and decision-making.



Immersive Field Trip & Practical Experience

Day 4: Policy Reflection & Capstone Advisory Project

Morning Session: Policy and Program Alignment

- Interactive session with regional trade policy teams on programmatic support for exporters.
- Understand how policy design influences on-the-ground advisory delivery.

Afternoon Session: Capstone Presentations

- Teams present trade advisory case solutions to a panel of experts.
- Final reflection on learnings, regional insights, and future applications.



Program Features & Benefits

Planning & Delivery

We will provide the following:

- End-to-end program management, including scheduling, presenter engagement, materials, and session continuity via a dedicated moderator
- Detailed summaries and recordings in multiple formats (video, audio, text) with accessibility features

Marketing & Engagement

- Custom digital assets, co-branded materials
- Promotion through our global networks, social media campaigns, email outreach, and media releases
- Inclusive outreach targeting women, First Nations, youth, and people with disabilities

Program Features & Benefits

Program Legacy

- Participants and stakeholders retain access to all materials for two years
- A comprehensive final report including participant data, key lessons, insights, and recommendations for future programs



Program Features & Benefits

Step into a world of practical application, sector-specific insights, and actionable trade strategies.

The Trade Advisory in Practice Program equips trade advisers with the expertise, tools, and confidence to guide SMEs through real-world export challenges and opportunities.

By participating, you will:

- Gain hands-on experience developing market-driven export strategies for diverse sectors.
- Learn to assess and mitigate risks, from geopolitical tensions to compliance and regulatory hurdles.
- Understand sector-specific dynamics, from METS and Manufacturing to Tech, Health, and F&B.
- Apply insights through scenario-based exercises, interactive workshops, and immersive field trips.
- Build a network of trade experts, industry specialists, and SME advisers for ongoing collaboration.

Become a Trade Advisory in Practice participant — join us to master real-world trade advisory, drive SME success, and build resilient, regionally informed export ecosystems.

Let's build leadership in trade — together.





GTPA

GLOBAL TRADE PROFESSIONALS ALLIANCE

Services in International Trade & Supply Chains

Explore our key service areas:

- **Education & Learning:** Courses, skill-building pathways, and professional development.
- **Mentoring:** Tailored one-on-one guidance and SME support.
- **Trade & Supply Chain Advisory:** Market entry, compliance, risk management, and supply chain resilience.
- **SME Resources:** Toolkits, templates, guides, and a digital resource hub.
- **Certification & Accreditation:** ISO/IEC programs, professional recognition, and digital credentials.
- **Global Events & Immersive Experiences:** Networking, trade missions, and the Festival of Inclusive Trade.
- **Global Insights:** Market trends, research, and data-driven support.
- **International Projects:** Trade initiatives, collaborative programs, and SME pilot projects.

Let's build leadership in trade — together.



Contact Details



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Global Trade Services Passport

TRADE SERVICES



PASSPORT



For established trade organisations, government agencies, and industry bodies with 10 or more staff, GTPA offers the Global Trade Services Passport — a customised, all-inclusive enterprise solution to track, verify, and build internationally recognised trade credentials across your organisation.

What's Included:



Flight Enterprise Upgrade: Customised package to track and upskill trade credentials across departments.



Map Internal Competencies: Identify skill gaps and develop ISO-aligned capabilities.



Build Verified Credentials: Digital trade stamps and verified qualifications.



Support Compliance: Align with international trade standards, including pathways to ISO/IEC 17065 and ISO/IEC 17024 recognition.

Global Trade Services Passport

Organisational Benefits:

- ✓ Demonstrate engagement in the global trade ecosystem through structured credentialing.
- ✓ Commit to ISO-aligned capacity building and professional development.
- ✓ Receive Trade Services Passport recognition, signalling credibility, growth, and influence in international trade.

How to Qualify:

- ✓ 10+ staff across relevant trade functions.
- ✓ Enrolment in the Corporate Trade Program.
- ✓ Commitment to ISO-aligned upskilling and trade service development.
- ✓ Active engagement in trade-related services.

Global Trade Services Passport

TRADE SERVICES



PASSPORT



Your Strategic Advantage:

Position your organisation as a globally trusted trade services provider — supporting exporters, navigating customs, providing trade law guidance, or building trade infrastructure — while building a verified, ISO-aligned track record of excellence.

Your Strategic Advantage as a Trade

This program is more than professional development — it's a career- and organisation-defining opportunity to:

- ✓ Develop leadership in trade advisory.
- ✓ Stay ahead of global trade disruptions.
- ✓ Deliver actionable, risk-aware guidance to SMEs.
- ✓ Build a globally recognised reputation for both you and your organisation.