

The Provenance Passport:

**Mastering Country of
Origin in Modern Trade**

Provenance Pathfinder



Provenance Pathfinder

Coming in 2026: A Brand New, Much-Needed Global Trade Program

The Provenance Passport: Mastering Country of Origin in Modern Trade

EMTC and GTPA are launching, The Provenance Passport which arrives at a pivotal moment in global commerce.

With governments tightening rules of origin, consumers demanding transparency, and re-evaluation of multi-national global supply chains , there has never been a more urgent need for a course dedicated entirely to the strategic importance of Country of Origin (COO).



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Program Overview

This new program responds directly to:

- ✓ Rising compliance failures in cross-border e-commerce
- ✓ Nexus of tariff classifications and origin decisions
- ✓ Consumer perceptions of origin labelling and product authenticity
- ✓ Challenges faced by exporters managing multi-country sourcing
- ✓ Increasing regulatory pressure from markets like the U.S., EU, and UK
- ✓ The shift toward traceability, sustainability, and provenance-driven branding

COO now sits at the intersection of trade, marketing, regulation, and consumer psychology—and businesses are increasingly feeling the consequences.

The Provenance Passport is designed to close this growing skills gap for 2026 and beyond.

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Why This Course Matters—Right Now

In a world of volatile geopolitics, re-alignment of the global trading order, and heightened consumer sensitivity to origin and cost, Country of Origin (COO) is no longer just a label on a box—it is a strategic determinant of trust, market access, competitiveness, and value creation.

Whether you are an exporter, international marketer, supply chain professional, or entrepreneur entering global markets, provenance now shapes:

- Consumer buying behaviour
- Brand competitiveness in markets prioritising ethical sourcing or national preference
- Trade compliance as governments tighten rules on origin
- Supply chain decisions across multi-stage production systems
- Digital trade challenges, including mislabelling penalties and loss of marketplace trust
- Education as a core business strategy for cross border trade

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Example: The Exporter's Advantage

A seafood exporter selling into Japan must now prove not only safety and quality, but also authentic and traceable origin.

Consumers favour products with credible provenance, retailers demand compliant documentation, and competing suppliers use origin as a point of differentiation. COO therefore influences sourcing, pricing, brand strategy, and route-to-market decisions.

This is why mastering COO is essential for modern trade professionals—and why The Provenance Passport is your competitive advantage.



Course Origin

8 Weeks to Master Country of Origin in Global Trade
Developed for the realities of today's interconnected, digitally enabled, and politically complex world, this 8-week program demystifies COO and equips you with the insights, tools, and frameworks needed to navigate global trade with confidence.

- **Session Duration:** Each session runs roughly one hour plus a quiz.
- **Audience Level:** This is not a beginner course; assumes prior knowledge of trade, compliance, or supply chain fundamentals.
- **Supporting Materials:** A trade dictionary is provided for technical terms and regulatory references.



Course Origin

Course Overview

This program explores how Country of Origin influences:

- Global trade flows
- Market access and tariff obligations
- Consumer perception and brand value
- Regulatory compliance across borders
- Sourcing, production, and supply chain strategy

Through real-world case studies, global examples, and weekly applied activities, each concept connects directly to practical decision-making.



Course Objectives

Participants will learn to:

- ✓ Understand COO and its impact on cross-border trade
- ✓ Analyse how COO shapes business strategy and consumer perception
- ✓ Navigate complex legal and regulatory origin frameworks
- ✓ Apply COO principles to sourcing, marketing, compliance, and export planning



Course Objectives

Who Should Enrol?

Ideal for:

- ✓ Business students and emerging trade professionals
- ✓ Exporters and manufacturers entering new markets
- ✓ International marketers and product managers
- ✓ Supply chain, procurement, logistics, and compliance specialists
- ✓ Entrepreneurs building globally competitive brands



Course Structure

Part 1: Discerning the Destination

Understanding the Consumer and the Market

- **Week 1: COO & Consumer Behaviour.** How origin influences purchasing decisions, brand perception, and market positioning.
- **Week 2: COO in Global Marketing.** The origin effect in branding, advertising, and international market entry strategies.

Part 2: Exploring Requirements & Restrictions

Regulation, Compliance, and Supply Chain Realities

- **Week 3: Legal & Regulatory Frameworks.** Understanding global rules of origin, trade policy, and compliance requirements. Product Classification is covered to the extent needed to understand substantial transformation.
- **Week 4: Regulatory Application.** Applying rules of origin to documentation, classification, and market access.

Course Structure

Part 3: Embarking on the Journey

Practical Application for Real-World Trade Scenarios

- **Week 6: Economic & Political Implications.** Geopolitics, tariffs, sanctions, reshoring, and the new provenance-driven economy.
- **Week 7: COO in the Digital Age.** Marketplace integrity, e-commerce regulation, and digital provenance tools.
- **Week 8: Emerging Trends in Trade.** Sustainability, traceability, technology, and the future of origin determination.

Case Study Example

Australian Food Exporter to the USA

An Australian premium food manufacturer, sources half of its ingredients from China while producing and packaging the final goods in Australia. As they expand into the United States in 2026, the company confronts escalating COO challenges resulting from:

- Tightened U.S. Customs scrutiny on Chinese-origin inputs
- Complex tariff exposure depending on “substantial transformation” rules
- Heightened regulatory pressure driven by U.S.–China geopolitical tensions

Key questions participants will explore:

- Can the product legally claim “Made in Australia” in the U.S. market?
- Does blending and packaging in Australia count as “substantial transformation”?
- How should the brand communicate origin without risking non-compliance?
- What sourcing or formulation changes could optimise tariff and brand outcomes?

This case illustrates why 2026 is the perfect year to introduce this course—and why businesses urgently need COO expertise to future-proof their global strategies.

Assessment Approach

- Weekly Applied Case Studies
- Hands-on, scenario-based tasks anchor every module in practical reality.
- Final Project — Entrepreneurial Market Entry Strategy

You will:

- Select a product and target market (Note there will be limited choices)
- Determine COO implications for sourcing, manufacturing, and distribution
- Build a marketing and compliance strategy based on origin requirements
- Outline assumptions, risks, and competitive advantages

This capstone project ties together the full Provenance Passport journey—transforming insight into action.

Why Join The Provenance Passport?



Master an essential, fast-emerging skillset demanded globally



Strengthen credibility as a trade, compliance, or supply chain professional



Improve brand positioning using origin as a strategic advantage



Avoid costly mistakes caused by incorrect COO declarations



Build awareness of how governments, consumers, and partners evaluate origin



Gain practical templates, tools, and frameworks for immediate use



Become a Provenance Professional

Whether advising, exporting, sourcing, manufacturing, or marketing, this course provides the clarity and capability to operate confidently in today's COO-sensitive world.

Don't just participate in global trade—

Navigate it with precision, authenticity, and strategic clarity.

Begin your Provenance Passport journey in 2026.



Let's build leadership in trade — together.



START YOUR GLOBAL JOURNEY TODAY WITH THE GLOBAL PATHWAYS PASSPORT PROGRAM

[> LEARN MORE](#)



EMTC is the global trade association leading, advocating and educating the e-commerce industry by:

- Providing insights on proposed laws
- Driving trade facilitation with regulatory agencies
- Delivering global webinars to educate online sellers
- Proposing laws and regulations to simplify trade
- Certifying Global Trade Professionals under ISO standards
- Accrediting education for CBP LCB Continuing Education

EMTC welcomes online sellers, marketplaces, individuals who work in e-commerce, technology companies, solution providers and service providers to join us.

EMTC has woven together a network of trade, tax and transportation experts that our members can access. We encourage meaningful dialogue to facilitate simplified, compliant international trade.

We enable professional growth through multiple paths to achieve your company and career goals.

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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.

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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.