



**SELF-PACED AND
INSTRUCTOR-LED
TRAINING PROGRAMS FOR THE
CIMPEX CERTIFICATE**

COURSE BROCHURE
Program Features and Administration

CIMPEX

CERTIFICATE IN IMPORT & EXPORT MANAGEMENT

[www.брасi.org](http://www.bراسi.org)

CIMPEX **LEARNING** Objectives

Upon completion of CIMPEX training, the learner will be able to:

- Identify key industries, products, and trade partners in Pakistan's export and import markets.
- Recognize the role of stakeholders such as exporters, importers, government bodies, and trade organizations.
- Evaluate common barriers like tariffs, quotas, and non-tariff barriers, and their impact on trade.
- Analyze policies, regulations, and support mechanisms provided by the government to facilitate trade.
- Understand how digital platforms and e-commerce enhance trade opportunities.
- Explore how trade events contribute to networking, marketing, and expanding international trade opportunities.
- Identify the significance of secure payment methods in international trade transactions.
- Understand the significance of INCOTERMS 2020 in defining trade responsibilities and risk allocation.
- Identify common payment issues in trade and propose strategies to address these challenges.
- Describe the fundamental concepts of international trade logistics and the shipping process.
- Identify and evaluate various strategies businesses use to enter and expand in international markets.
- Learn how to create an effective distribution plan to optimize the supply chain in international markets.
- Identify common risks in global trade and suggest methods to mitigate them.
- Analyze how profitability and business growth can be achieved and sustained in export markets.
- Identify relevant SDGs and their implications for export practices.
- Evaluate different types of insurance and their relevance to specific international trade needs.
- Identify KPIs relevant to export success and describe their application in performance tracking.
- Explain how big data can be leveraged to assess and improve sustainability performance in international business.

CIMPEX CERTIFICATE PROGRAM'S Purpose and Scope



Purpose: The purpose of the CIMPEX training is to impart practical knowledge about the potential, processes, requirements, risks and strategies for the import and export trade. The curriculum focuses on building a functional understanding of various aspects of international trade, and the tools to successfully navigate through them, utilizing the resources available to businesses.

Scope: CIMPEX course is intended for import and export business professionals and organization in Pakistan. Accordingly, the curriculum includes references, resources, regulations and facilities that are relevant to conducting the import and export business from Pakistan.

INFERENCE ABOUT CIMPEX CERTIFICATE HOLDERS

A CIMPEX certificate holder has a functional understanding of the terms, concepts and processes related to the import and export businesses.

CIMPEX Self-paced & Instructor-led Courses

CIMPEX CURRICULUM:

Similar to the other courses offered by BRASI, the CIMPEX course has been developed using the ADDIE methodology of curriculum development, following the guidelines contained in the ASTM Standard E-2659. BRASI's Program Advisory Council (BRASI PAC) is responsible for the development, surveillance and continuous improvement of BRASI's training programs. The CIMPEX course contains the core principles, terminology, and practices related to global trade.

The curriculum consists of four modules, presenting the key topics in a progressive manner. Learning resources include module handbooks in PDF format, lesson videos, quizzes and the final test. Students have access to instructor support if needed.

On-site training is available at select locations.

Who will benefit:

People who are engaged in or wish to start an import/export business will benefit from this training course.

MODE OF TRAINING:

Both Self-paced and Instructor-led modes are available. The training includes 24x7 access to the BRASI Learning Management System through user login.

PROCESS:

First, students create their user profile on the BRASI web site. There is not cost involved and no payment information is needed to create user profile. On the landing page, they can find more details about the training courses, the procedures and requirement, helping them understand the features of the various courses offered, and the options. When ready, students select the course(s) they want to take, and proceed to check out. Acceptable modes of payment include major credit cards and PayPal. The course is designed to be completed within three months. However, extension is allowed upon request. Upon completing the course review, students can take the final test. Time allowed for the test is 90 minutes, and the passing score is 70%.

CERTIFICATE VALIDITY:

Each certificate carries a unique ID code, and is valid for life.

LEARNING RESOURCES include online interactive training modules, downloadable, print-ready handbooks, examples and exercise files and a quiz for each module. Students can take the final test upon completion of the course review, and download the certificate upon passing the test. Certificates for all of the BRASI courses are issued centrally by BRASI only.

Live Q&A sessions are held to answer any specific questions and explain key concepts as needed. Participation in the Q&A sessions is optional and is not taken into account for the passing score.

COURSE FEE, CANCELLATION AND REFUND: Course fee is posted on the BRASI website and is subject to change without notice. Cancellation is allowed within three days from the date of access to the course, provided the certificate has not been issued. A full refund is made within two days of cancellation.



Our certificates carry the BRASI-PAC seal, demonstrating the quality, value and effectiveness of our training programs.





Registration for BRASI courses can be done directly at the BRASI website or through BRASI's Affiliated Organizations, featured on the BRASI website. In either case, training is conducted utilizing BRASI online learning management system, and the certificate is issued by BRASI.

For further information, please visit the Contact Us page on the BRASI web site www.bراسي.org



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