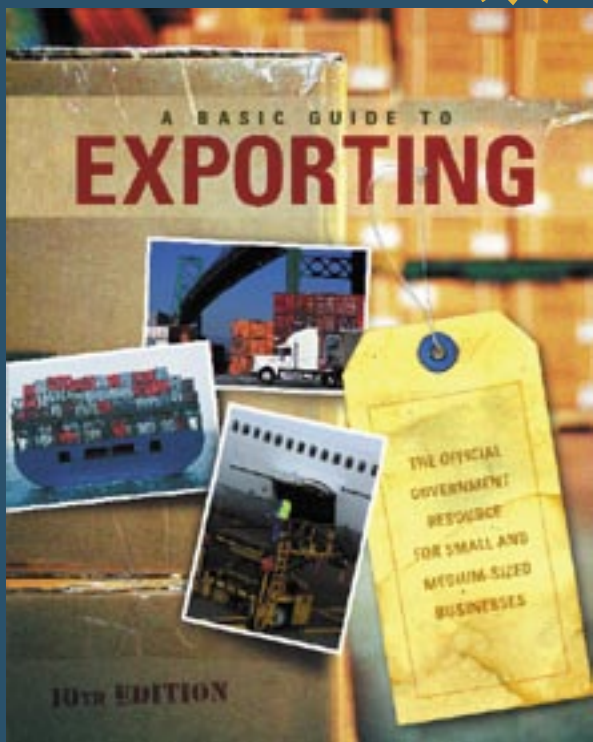


UNZ&CO

**Turn global trade
mystery into
mastery!**

NEW
Just Published!

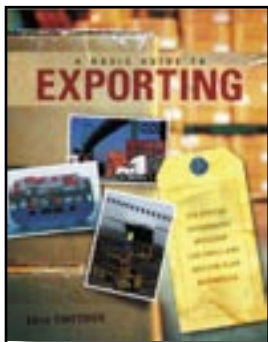


**This book will take the mystery
out of entering the global
marketplace and help propel
your exporting efforts.**

**This edition is the first revision in nearly
ten years. Produced by the Department
of Commerce in collaboration with the
compliance experts at Unz & Co.**

If you are considering entering into the global market, *A Basic Guide to Exporting* is the ideal place to begin your research.

A very complete primer for small to medium size businesses considering entering the international marketplace or are new to international trade transactions. *A Basic*



Guide provides sound advice on everything from finding and developing international markets to the actual shipment of goods to your new foreign customer. Topics such as: making the initial contact with prospective international buyers, understanding and negotiating terms of sale and terms of payment, required documentation for international shipments, and many more are addressed in an easy-to-understand manner. Its clear and concise discussions of the critical elements of an international transaction coupled with its extensive listing of reference sources for more in-depth information provide an invaluable foundation of knowledge — knowledge you have to have in order to conduct a successful international trade transaction.

Call toll free 800-631-3098 Fax 732-868-0260

**The user-friendly*
book that will enhance
your knowledge, save
you time, and increase
your chances for
success.**



HERE'S WHY:

- It has all of the latest information on export practices, 254 pages worth.**
- Brought to you at the most economical price. \$18 per copy, shipping and handling included.**
- A convenient lay-flat binding for easy research.**

Call for discount pricing on orders over 50 copies.

See the form inside for order details.

Shop on-line — www.unzco.com

Serious about exporting? Unz & Co. can help you with practical and focused training.

Unz & Co.'s compliance training programs are a vital component in educating U.S. companies on changing regulations. The complex regulatory journey gets easier when you train with Unz & Co.



Accurate compliance information.

The Unz & Co. compliance staff is constantly refining the information presented at our programs, ensuring absolute accuracy. Our close ties with U.S. regulatory agencies give us the inside track on new and updated regulations. The result is a training experience rich in the compliance information you need.

Experienced industry professionals present each program.

Our program leaders are hands-on professionals, industry experts with years of experience — experience that allows them to bring an added dimension to the material, helping you understand the regulations and how they can affect you and your business.

The best reference materials in the industry —yours to keep.

Our specially prepared references enrich your learning experience while at the workshop, and also serve as valuable information sources back at the office.

The best facilities.

All Unz & Co. training programs are held in comfortable modern facilities, making it easy to eliminate distractions and maximize your learning. Convenient hotel accommodations are available on the premises.

...all from Unz & Co., the most trusted name in compliance training!

Unz & Co. has been providing the international trade industry with compliance products and training for over 130 years.

50,000+ Attendees Can't Be Wrong!

Call toll free 800-631-3098 Fax 732-868-0260

Course listings include:

Export Operations and Procedures – 2 days

Learn what is involved in the export process — from negotiating terms of sale and payment to the delivery of goods, commercial, legal and documentation needs.

Export Controls and Licensing – 1 day

The Export Administration Regulations (EAR): its structure, information search techniques, the Commerce Control List and Commerce Country Chart. We'll discuss License Determinations and Exceptions, end user/end-use restrictions, The Ten General Prohibitions, export clearance process and recordkeeping.

NAFTA and Other Free Trade Agreements – 1 day

Make the most of FTA tariff reductions. To qualify, you must properly: classify goods under the Harmonized System, apply the Specific Rules of Origin, determine the FTA preference Criterion, document the eligibility of the goods, and maintain required records. Find out how!

International Terms of Sale, Payment & Letter of Credit - 2 day

Terms of Sale/Incoterms — How to define the obligations, risks, and costs of the seller and buyer for the delivery of goods. You'll gain an understanding of the thirteen Terms of Sale in Incoterms 2000 and of how to apply them.

Methods of Payment — In the second half of this workshop, we'll discuss the advantages, risks and motivations of buyers and sellers in negotiating and agreeing to a particular method of payment.

U.S. Customs Audit & Compliance Assessment – 1 day

Proper compliance with U.S. Customs' new Focused Assessment audit program can save your company time and money. Find out how to take advantage of this new program and avoid new Customs Modernization Act recordkeeping and drawback penalties.

Introduction to the ITAR and Licensing Workshop – 2 day

Provides insight and understanding of the regulations, detailed information on the terms, definitions and concepts unique to the ITAR. **DAY ONE** instruction conveying a working knowledge of the ITAR and the experience of practical exercises applying that knowledge which was gained during the presentation.

DAY TWO You'll spend time working with real world scenarios — very effective learning.

Tariff Classification under the Harmonized System – 1 day

Proper classification under the Harmonized Tariff Schedules is a requirement. You, as the importer, are ultimately responsible for correct classification — this means keeping up with the significant changes that have occurred during the last few years.

UnzExport Documentation Software



Version 3.1 - Work faster and smarter with help from Unz & Co.! Export software designed by compliance experts.

Each form is up-to-date and compliance guaranteed. Data entry screens will help you produce a flawless documentation package every time, just fill in the required data fields as you go.

Print to paper, print to PDF, or both. Print any number of hard copies or produce electronic files for distribution. Easy data interchange with your existing files via Microsoft Excel. All data is stored. Tedious re-entry of information is eliminated, form-to-form accuracy is guaranteed.

All the export documentation you need — all from a single source

Our high quality, single sheet, snap set, and carbonless forms include:

Bills of Lading

- Inland Bills of Lading
- Hazmat Emergency Response
- Canada Customs Forms
- Certificates of Origin
- General, CAFTA-DR, and Country-Specific COs

Combination Forms

- CANADEK/MEXIDEK/UNIDEK Series

Commercial Invoices

- General Commercial Invoice
- Commercial Export Combination
- Country-Specific Commercial Invoices

Export/Import Forms, Folders, and Labels

Drafts/Transmittal Letters

Export Quotation Worksheet and Pro Forma Invoice

NAFTA Forms

Packing Lists and Envelopes

Shipper's Export Declaration

EASI-SLI™, Exporter AES and Shipper Instructions

Shipper's Letter of Instructions



Order Today — Call toll free 800-631-3098

Fax to 732-868-0260 Shop on-line — www.unzco.com

Company _____

Address _____

City _____

State _____

Zip _____

Attn: _____

Title _____

Telephone () _____

Fax () _____

E-mail _____

Please send:

A Basic Guide to Exporting Catalog No. V64-127

Number of copies @ \$18 each



Subtotal \$ _____

NJ Sales Tax \$ _____

Shipping and handling included \$ _____ 0

Total \$ _____

Sorry, one more step!

Please indicate Priority Code from mailing label (m) _____

Method of Payment

Payment enclosed

Charge to:

Card No. _____

Name on card _____

Signature _____

Exp. Date _____



For security reasons you are required to provide the street number and zip code of card holder

Street Number _____ Zip Code _____

For workshop details including available dates and locations please go to www.unzco.com

*A Basic Guide
to Exporting*
takes the
mystery
out of
entering
the
global
market.



UNZ&CO 800-631-3098 • www.unzco.com

201 Circle Drive N Suite 104, Piscataway NJ 08854-3704