

WHY YOU MUST ATTEND...

TERMS HAVE BECOME “RULES” LEARN ALL ABOUT IT AT THIS SEMINAR!

- The new organizational structure includes eleven “Rules” (formerly known as “terms”) which are placed into two newly named groupings.
- Four of the old terms have been deleted and two new rules, **DAP** (delivered at Place) and **DAT** (delivered at Terminal) have been added.
- Two previous Incoterms have reversed the responsibilities of the buyer and seller with regard to export clearance.
- There have been *modifications to obligations, risk transfer and cost sharing* as defined in the nine rules carried forward into *Incoterms 2010*.
- The new “Rules” are divided into two sections – one set of rules governs all modes of transportation and the second set of “Rules” are for sea and inland waterway transportation.

Incoterms 2010 “Rules” The new list is as follows:

Rules for any Mode or Modes of Transport:

EXW – Ex Works

FCA – Free Carrier

CPT – Carriage Paid to

CIP – Carriage and Insurance Paid

DAT – Delivered At Terminal

DAP – Delivered At Place

DDP – Delivered Duty Paid

Rules for Sea and Inland Waterway Transport:

FAS – Free Alongside Ship

FOB – Free On Board

CFR – Cost and Freight

CIF – Cost, Insurance and Freight

**DON'T GUESS, USE THE RIGHT TERM –
YOUR PROFITS ARE ON THE LINE**

WHO SHOULD ATTEND...

- Exporters
- Importers
- Sales and Marketing Managers
- Purchasing Managers
- Forwarders
- Customer Service
- Customs Brokers
- Carriers
- Credit Professionals
- Compliance Professionals
- Transportation and Logistics Managers
- Accounting, Risk and Finance Managers
- Legal and Contract Administrators
- Insurers
- International Bankers

BENEFITS OF ATTENDING

Attending the Unz & Co. Incoterms® 2010 Seminar is significant for both experienced professionals and those who are new to the industry. The experienced professional will get an intensive, effective overview of the new terms. Those new to the industry will receive a “crash course” on the Incoterms®, jump starting their knowledge base.

- Learn how to determine buyers’ and sellers’ responsibilities
- Clearly understand the risks and benefits associated with each Incoterm
- Understand the new major revisions on the seller-buyer cargo security obligations
- Efficiently facilitate transactions by using the correct Incoterm for a specific situation
- Minimize risks, obligations, and avoid loss of business and legal actions
- Benefit your bottom line by the appropriate use of Incoterms® 2010

INCOTERMS® 2010 SEMINAR

What every U.S. international trader needs to know

Get ready for Incoterms® 2010 with Unz & Co.

(Effective January 1, 2011)



Attend Unz & Co.'s full-day update on the extensive Incoterms® 2010 Sales Contract Revisions — explore the benefits of the new terms.

Find out more... ↓



The International Trade Compliance Experts Since 1879

333 Cedar Avenue, Building B, Suite 2, Middlesex, NJ 08846

AN IMPORTANT NEW SEMINAR — FROM THE LEADERS IN COMPLIANCE TRAINING

INCOTERMS® 2010 SEMINAR

WHY ARE THESE CHANGES IMPORTANT?

- There are 11 terms that have become “rules.”
- Four old terms have been deleted.
- Two new rules have been added.
- Two terms have changed the responsibilities of the buyer/seller relationship.

You must know and understand these new rules to be successful!

When you leave our seminar, you'll have the knowledge needed to confidently and successfully negotiate with customers, intermediaries, and with your suppliers around the globe.



All attendees will receive a free copy of the Incoterms® 2010, our seminar reference materials, and *The Basic Guide to Exporting*.

Important!

Don't paraphrase the rules. Always use the official, authoritative version of Incoterms® 2010

Unz & Co. means training value

Why does Unz & Co. training continually receive great ratings?

- **Experienced industry professionals** are your seminar leaders — hands-on industry experts with experience that enhances your learning experience.
- **The best reference materials** in the industry — yours to keep.
- **Accurate and timely compliance information** — Unz & Co. compliance staff is constantly working to ensure absolute accuracy.
- **The most trusted name in compliance training!** — Unz & Co. gives you the tools you need to excel.

Unz has been serving International Traders for over 130 years, and we've trained over 60,000 of them.

We provide practical in-depth business insights, skills, and tools in a face-to-face format. Expertise that has been recognized by the Department of Commerce with both the E-Award of Excellence on Export Service as well as the E-Star Award.

INCOTERMS® 2010 SEMINAR

What every U.S. international trader needs to know

FOB
FCA
FAS
CFR
CIF
CPT
DAT
DAP

The first changes to Incoterms® in ten years will go into effect January 1, 2011, **are you ready?**

Unz & Co.

Will get you up-to-speed with the New Terms in just one day. Train now!



Unz & Co. training ensures that you will be aware of newly-defined buyer/seller/transporter responsibilities — a must for successful transactions.

LEARN ABOUT THE CHANGES →

NEW RULES WILL EFFECT YOU!
New Incoterms® 2010 will go into effect January 1, 2011. Are you prepared?

60+ SEMINARS
in 24+ Cities this year!
See the schedule inside

ON-SITE TRAINING - Bring Incoterms® 2010 training to your site. Your terms of sale issues, Your budget, Your time frame.

Get ready the professional way, attend Incoterms® 2010

INCOTERMS® 2010

A full-day SEMINAR on the significant changes in Incoterms 2010 — from Unz & Co.

Learn the critical information you need to understand and incorporate Incoterms® 2010 into your sales and purchase contracts!

Incoterms are internationally accepted commercial terms of sale. The rules define the obligations, risks, and costs shared by the buyer and seller in consummating an international transaction, in respect editions, will be equally applicable to domestic *and* international transactions. This revision of Incoterms®, the first in ten years, will become effective on January 1st, 2011. The changes are sweeping, detailed, practical, and are focused on international trade commerce.

Unz & Co.'s Incoterms® 2010 seminar will thoroughly explore not only the changes, but will provide you with a complete understanding of the purpose, use and application of all the rules, within the framework of a real world trade environment. For international buyers and sellers, it is imperative to understand how to properly use these rules in your sale/purchase contracts. Learn how to choose the correct Incoterm — it will affect your obligations, and ultimately your bottom line.

This seminar will be an indepth learning experience. Our instructor will take you through the new Incoterms® 2010, and demonstrate by way of case studies and real life scenarios, how to apply and profit from using the new terms in your sales and purchase contracts.

Learn how to use the new Incoterms® rules to your advantage.

WHAT YOU WILL LEARN AT THIS 1-DAY SEMINAR

Background of Incoterms®

- History of Incoterms®
- Evolution Over the Years
- Why Is There a New Version

Background Terms of Sale — Standard Trade Practices

- Definition of Elements of Terms of Sale
- Distinction Between Terms of Payment and Terms of Sale

The Presentation of Incoterms® by the ICC

- Logical Sequence of Terms
- The Mirror Method of Presentation

Defining the Incoterms® 2010 Changes

- Comparisons to the 2000 version

The International Sales Contract

- Critical inclusions to the Contract
- Incorporation of Incoterms®
- Terms of Sale in Conjunction with Terms of Payment

FAQ Session

- Incoterms® Rules — What They DO and What They DON'T DO
- Common Misconceptions
- Roles in Sales and Purchase Contracts
- Domestic Use of Incoterms® Rules
- Incoterms® 2010 Rules and UCC Terms Matchup



All attendees will receive a free copy of the official ICC Incoterms® 2010 as well as our specially prepared seminar reference materials. Combined, they will help you follow along at the seminar and also serve as easy-to-use references back at the office.

Important! Don't paraphrase the rules. Always use the official, authoritative version of Incoterms®2010.

BONUS — *Basic Guide to Exporting* – comprehensive information on succeeding in overseas markets.

Schedule —
8:00 am
Registration
and Continental
Breakfast
8:30 am - 4:00 pm -
seminar program

Register or find more

THE INCOTERMS® 2010 SEMINAR CUSTOMIZED AND DELIVERED TO YOUR DOOR

Train your entire group and save — we'll bring the program to your site!

How It Works

Unz & Co. will assign you a personal training manager to develop customized training with you, and deliver it direct to your company.

On-site programs simplify the learning experience. The focused training given by our expert instructors, supported by our up-to-date references, ensure that your staff will maximize their learning experience.

Key Benefits

Receive immediate ROI when your staff learns the principles and procedures needed to achieve your goals.

Save time and money by having Unz experts come directly to you. Training your employees together will ensure they are on the same page at the same time.

Your Needs

Each company's needs are different — one agenda never fits all. That's why your Unz Training Manager will be there to help you identify and address the most relevant topics for your company and then provide training. Our training basics are a great start, customization ensures the success of your training effort.

Your Budget

You will know the total cost for the seminar before it begins — no hidden costs — and no travel or hotel charges. Group training will get your staff "on the same page," boost morale and help create a more efficient and productive workplace environment.

Your Time Frame

We work to your schedule to eliminate downtime and boost the learning experience for your staff.

What Unz & Co. Delivers

All Unz & Co. seminars and workshops can be customized and presented at your site. Our seminars have earned us a reputation for excellence in International Trade training. See the following listing of seminars.

Unz & Co. has a lot more customized training opportunities — we also offer:

Export Training

- Export Operations & Procedures
- Export Controls and Licensing under the EAR
- NAFTA and other Free Trade Agreements
- Introduction to the ITAR and Licensing Workshop
- Developing an Export Management and Compliance System (EMCP)
- Classification under the Schedule B
- International Logistics

Import Training

- Import Operations and Procedures
- Tariff Classification Under the Harmonized System
- U.S. Custom Audit and Compliance Assessment
- Incoterms® 2010
- Intensive Letters of Credit
- UCP600
- Global Sourcing Supply Chain Management
- International Logistics

Call for a personalized compliance review for your on-site program.

OVER 60,000 SATISFIED ATTENDEES!



UNZ & Co. EXPORT/IMPORT SEMINARS

Export Operations – 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, 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 Gain a competitive edge by applying effective strategies to your free trade agreements. Learn how to take full advantage of the benefits offered by free trade and avoid being denied preferential tariff treatments for lack of knowledge.

Introduction to the ITAR & Licensing Workshop – Two Day Provides an understanding of the regulations, detailed information on the terms, definitions and concepts unique to the ITAR. Day One delivers a working knowledge of the ITAR. Day Two provides practical exercises in applying that knowledge.

Import Operations & Procedures – 2 days Gain an in-depth understanding of the import process. Learn proper HTS classification, elements of valuation, and how to interact with U.S. Customs. Import Management Systems.

U.S. Customs Audit & Compliance Assessment – 1 day Proper compliance with U.S. Customs' Focused Assessment audit program can save time and money. Put this new program to work and avoid new Customs Modernization Act recordkeeping and drawback penalties.

Tariff Classification under the Harmonized System – 1 day Learn the structure of the Harmonized System, how it works, and how to apply that knowledge for classification. Valuable for those new to the classification process; an excellent refresher for active practitioners who want to refine their skills. Vital for qualifying goods for NAFTA and other FTA eligibility.

DANGEROUS GOODS

Multimodal Dangerous Goods Transportation – 2 days

Take the risk out of hazmat transport. Expanded DOT regulations demand documented training for every hazmat employee in your company — every three years.

Shipping Dangerous Goods by Air IATA Recurrent Training – 1 day Satisfy IATA stipulations that require recurrent training at least every 24 months. Unz & Co. training will equip you to prepare compliant shipments.

**Interested in PUBLIC SEMINARS?
Check out www.unzco.com for seminar details,
dates, and locations.**

DATES AND LOCATIONS

Dallas, TX	Jan 6
Portland, OR	Jan 7
LaJolla, CA	Jan 14
West Palm Beach, FL	Jan 18
Cincinnati, OH	Jan 19
Boston, MA	Jan 20
Suffern, NY	Jan 21
Atlanta, GA	Jan 28
Phoenix, AZ	Feb 1
Anaheim, CA	Feb 3
Washington, DC	Feb 4
Charlotte, NC	Feb 8
Louisville, KY	Feb 10
Philadelphia, PA	Feb 18
New Orleans, LA	Feb 22
Stamford, CT	Feb 24
Woodbridge, NJ	Feb 25
San Francisco, CA	Mar 8
Milwaukee, WI	Mar 10
Houston, TX	Mar 15
Kansas City, KS	Mar 17
Manchester, NH	Mar 22
Saddle Brook, NJ	Mar 24
Nashville, TN	Mar 25
Chicago, IL	Apr 1
Long Beach, CA	Apr 15
New York, NY	Apr 18
Greensboro, NC	Apr 26
Baltimore, MD	May 13
Woodbridge, NJ	May 27
Seattle, WA	Jun 1
Indianapolis, IN	Jun 3
Philadelphia, PA	Jun 10
Raleigh, NC	Jun 17
Milwaukee, WI	Jul 1
Houston, TX	Jul 1

Visit www.unzco.com for additional dates and locations!

CANCELLATION POLICY/ TERMS OF SALE

The Day Of Your Training...

Plan to arrive by 8:00am for registration and a complimentary continental breakfast.

Programs run from 8:30am to 4:00pm each day, with a one-hour break for lunch and two complimentary refreshment breaks.

Your Accommodations — Attendees who require overnight accommodations are responsible for making their own arrangements. A block of rooms may be reserved at the hotel. Check our web site or call Unz & Co. Customer Service at 1-800-631-3098 for room availability.

Terms of Sale — All training must be paid prior to the program starting date. Should a program be cancelled for any reason, you will be notified as early as possible, enabling you to transfer to another workshop. Unz & Co. liability will be limited to the return of the registration fee. If you are unable to attend the program for which person from the same company in your place, or you can transfer your registration to another date or location scheduled within 12-months of the original date. Unz & Co. will issue a full refund if we receive written cancellation notice two weeks prior to the starting date. Written cancellations received within two weeks of the starting date are not eligible for a refund, instead, an enrollment voucher will be issued. This voucher is valid for one year from date of issuance and may be redeemed at face value for any Unz & Co. program.

Registration Information

Registration fee for the first attendee from a company is \$375.

Additional attendees from the same company - \$325 (save \$50 each)

1. ONLINE visit our website, read about our training workshops and use our online registration form — fast, easy and accurate registration – <http://www.unzco.com>

2. Call toll free 800-631-3098 - M - F 8:30 a.m. to 5:00 p.m. EST

3. Fax the completed form to 732-868-0607.

Don't forget to include credit card information on charge orders.

We accept Visa, MasterCard and American Express.

4. Organization Information

Company _____

Address _____

City _____ State/Zip _____

Telephone () _____ Fax () _____

Company Web Site _____

5. Registrant Information

Name _____

Title _____

Telephone () _____

E-mail _____

Seminar Location/Date _____

Name _____

Title _____

Telephone () _____

E-mail _____

Seminar Location/Date _____

Name _____

Title _____

Telephone () _____

E-mail _____

Seminar Location/Date _____

6. Method of Payment

All registrations must be paid prior to the program start date

Payment enclosed Company Purchase Order

Charge to: Mastercard Visa American Express

Card No. _____

Signature _____

Name on card _____ Exp. Date _____

For security reasons, it is now required to provide the street number and zip code of the card holder _____