



İstanbul :

16.04.2018

Sayı

Our Reference : 1493

Konu

Subject : ICC Akademi – “Ticaret Ürünlerini Yönetmek” konulu bankacılık eğitimi” ve

7. Tedarik Zinciri Finansmanı Zirvesi, 9-10 Mayıs Dubai Hk.

Sirküler No: 229 / 2018

Sayın Üyemiz,

**İlgi:** ICC-TR'den alınan 26.03.2018 tarihli e-posta mesajı ve Eki.

İlgi e-posta mesajında, Milletlerarası Ticaret Odası (ICC)'nin eğitim kuruluşu olan ICC Akademi ve Asya'nın önde gelen finans hizmetleri grubu DBS Bank'ın, “Ticaret Ürünlerini Yönetmek” konulu bir online eğitim düzenlemekte olduğu belirtilmekte olup; Eğitimin yüksek düzeyli müfredatı, bankalardaki ürün yönetimi, satış veya operasyonlardan sorumlu finans uzmanlarının ticari ürün yönetimi sürecini başarılı bir şekilde gerçekleştirebilmesi için gerekli beceri ve bilgi birikimini sağlayacak şekilde tasarlandığı bildirilmektedir. Söz konusu online kurs, Londra Bankacılık ve Finans Enstitüsü (LIBF) tarafından 5 kredi puanı ile akredite edilmiştir. ICC Akademi, LIBF ile CDCS yeterliliği sağlanması konusunda işbirliği içerisinde çalışmaktadır.

İlgi e-posta mesajında devamla, ICC Akademi'nin ICC Birleşik Arap Emirlikleri (BAE) ve Dubai Ticaret ve Sanayi Odası işbirliğinde, 9-10 Mayıs tarihleri arasında Dubai'deki Tedarik Zinciri Finansmanı Zirvesi'ne ev sahipliği yapacağı bildirilmektedir. Ticaret dünyasından 200'ün üzerinde ticaret ve tedarik zinciri finansmanı uzmanını bir araya getirecek zirveye ICC üyeleri 15% indirimle katılabilecek olup, katılımcılar, ICC Akademi Sertifikası veya CDCS ve CSDG sertifikaları için 10 kredi puanı kazanacaktır.

Bilgilerinizi arz ve rica ederiz.

Saygılarımızla,

Murat TUNCER  
Genel Sekreter

**EKLER:**

Ek-1: İlgi e-posta mesajı ve Eki

**DAĞITIM****Gereği:**

- Tüm Üyelerimiz (Web Sayfasında)
- Türk Armatörler Birliği
- S/S Gemi Armatörleri Motorlu Taş. Koop.
- Vapur Donatanları ve Acenteleri Derneği
- İMEAK DTO Şubeleri

**Bilgi:**

- Meclis Başkanlık Divanı
- Yönetim Kurulu Başkanı ve Üyeleri

Ayrıntılı bilgi: Selin YELESER, Dış İlişkiler Birimi Telefon:252 0130-462 E-mail: selin.yeleser@denizticaretodasi.org.tr



Meclis-i Mebusan Caddesi No: 22 34427 Fındıklı - Beyoğlu - İSTANBUL / TÜRKİYE  
Tel : +90 (212) 252 01 30 (Pbx) Faks : +90 (212) 293 79 35  
Web : www.denizticaretodasi.org.tr E-mail : iletisim@denizticaretodasi.org.tr  
Web : www.chamberofshipping.org.tr E-mail : odisistot@chamberofshipping.org.tr



**Kimden:** ICC-TR <ICC-TR@tobb.org.tr>  
**Gönderme Tarihi:** 26 Mart 2018 Pazartesi 09:43  
**Kime:** ICC-TR  
**Bilgi:** ICC-TR  
**Konu:** ICC Akademi - "Ticaret Ürünlerini Yönetmek" konulu bankacılık eğitimi" ve 7. Tedarik Zinciri Finansmanı Zirvesi, 9-10 Mayıs, Dubai  
**Ekler:** Marketing Pack for NC's 2018.pdf



## **1. ICC Akademi ve DBS Bank işbirliğiyle, "Ticaret Ürünlerini Yönetmek" konulu bankacılık eğitimi"**

Milletlerarası Ticaret Odası (ICC)'nin eğitim kuruluşu olan ICC Akademi ve Asya'nın önde gelen finans hizmetleri grubu (DBS Bank), "Ticaret Ürünlerini Yönetmek" konulu bir eğitim düzenlemektedir. Eğitimin yüksek düzeyli müfredatı, bankalardaki ürün yönetimi, satış veya operasyonlardan sorumlu finans uzmanlarının ticari ürün yönetimi sürecini başarılı bir şekilde gerçekleştirebilmesi için gerekli beceri ve bilgi birikimini sağlayacak şekilde tasarlanmıştır.

Söz konusu online kurs, Londra Bankacılık ve Finans Enstitüsü (LIBF) tarafından 5 kredi puanı ile akredite edilmiştir. ICC Akademi LIBF ile CDCS yeterliliği sağlanması konusunda işbirliği içerisinde çalışmaktadır.

## **2. 7. Tedarik Zinciri Finansmanı Zirvesi, 9-10 Mayıs, Dubai**

ICC Akademi, ICC Birleşik Arap Emirlikleri (BAE) ve Dubai Ticaret ve Sanayi Odası işbirliğinde, 9-10 Mayıs tarihleri arasında Dubai'deki Tedarik Zinciri Finansmanı Zirvesi'ne ev sahipliği yapacaktır. Ticaret dünyasından 200'ün üzerinde ticaret ve tedarik zinciri finansmanı uzmanını biraraya getirecek zirveye ICC üyeleri 15% indirimle katılabileceklerdir.

Katılımcılar, ICC Akademi Serifikası veya CDCS and CSDG sertifikaları için 10 kredi puanı kazanacaktır.

Saygılarımızla,



ICC Academy: NC Marketing Pack

6 March 2018

Dear National Committees,

Welcome to the ICC Academy. In this document, you will find materials about the ICC Academy that you can use to communicate with your members and other contacts. The content will be regularly updated and you can always request more information from us (graphics, e-banners for Newsletters and course outlines). To benefit from the sales commission, please get in touch with the ICC Academy at [sales@icc.academy](mailto:sales@icc.academy)

### Collaterals

This folder consists of the Academy banner, brochure and individual certification flyers. Feel free to use these files as an attachment in e-mail communication or to upload them on your website

- [ICC Academy Banner](#)
- [ICC Academy Brochure \(web\)](#)
- [ICC Academy Brochure \(print\)](#)
- [Global Trade Certificate \(GTC\) flyer](#)
- [Certified Trade Finance Professional \(CTFP\) flyer](#)
- [Export Import Certificate \(EIC\) flyer](#)
- [Ethical Marketing and Advertising \(EMA\) \(web\)](#)

### ICC Academy logo

Kindly follow the guidelines attached and contact the ICC Academy to approve all collaterals where you wish the ICC Academy logo to appear

- [Brand Guidelines](#)
- ICC Academy [Accredited logo \(CMYK\)](#)
- ICC Academy [Accredited logo \(RGB\)](#)
- ICC Academy logo in .eps format:
- [Version 1](#)
- [Version 2](#)
- [Version 3](#)
- [ICC Academy Logo \(high resolution in .png format\)](#)
- [ICC Academy logo \(high resolution jpeg\)](#)

## Social graphics

The images can be used for any of your social media accounts. Feel free to follow the ICC Academy on [LinkedIn](#), [Twitter](#), [Facebook](#), [Flickr](#) and [YouTube](#) follow and re-post the latest updates

- [CTFP Certification title/cover image \(.png\)](#)
- [About CTFP Certification \(.png\)](#)
- [Quote about CTFP Certification from Daniel Cotti \(.png\)](#)
- [Capacity building in trade finance \(.png\)](#)
- [Capacity building in trade finance 2 \(.png\)](#)
- [Capacity building in trade finance 3 \(.png\)](#)
- [Capacity building in trade finance 4 \(.png\)](#)
- [Guillermo Jiminez, Author of the EIC on EIC \(.png\)](#)
- [Guillermo Jiminez, Author of the EIC on EIC 2 \(.png\)](#)
- [Anthony Parkes, ICC World Chambers Federation on EIC \(.png\)](#)
- [Emily O'Connor, ICC Commercial Law and Practice on EIC \(.png\)](#)
- [Daniel Kok, General Manager, ICC Academy \(.png\)](#)
- [Raelene Martin, Policy Manager, ICC Marketing and Advertising Commission \(.png\)](#)
- [Reinhard Angelmar Emeritus Professor, marketing and Management, INSEAD \(.png\)](#)

## Videos and demos

To learn more about the ICC Academy and its products, please feel free to watch and share these videos and demos with your members

- [About the ICC Academy \(HD in .mov format\)](#)
- [GTC Demo video \(YouTube\)](#)
- [CTFP Presentation Video \(YouTube\)](#)
- [CTFP Demo video](#)
- [EIC Presentation Video \(YouTube\)](#)
- [EMA Presentation Video \(You Tube\)](#)
- [Video Series Preview \(YouTube\)](#)
- [Snapshot - Damaged Goods](#)
- [Snapshot - DC Legacy and Rules](#)

## Website

The official ICC Academy website is <http://icc.academy/>. If you would like to re-publish any information on your NC's website, kindly contact Priyanka at

[priyanka.satapathy@icc.academy](mailto:priyanka.satapathy@icc.academy) to discuss in detail your requirements and we'll be delighted to assist with any tailored solutions.

## E-mail Examples

For e-mail communication with your members, please feel free to use the templates below

---

### Global Trade Certification (GTC)

#### Trade Finance landscape is changing – Are You?

Dear XXXX,

Staying ahead of the game is key in any competitive industry. The trade finance landscape is no different and it's time to step up your game. The ICC Academy, the educational arm of International Chamber of Commerce (ICC) would like to introduce you to the introductory level certification providing comprehensive understanding of trade finance products- *Global Trade Certification (GTC)*.

This certification is targeted at corporates, banks and other financial institutions.



“ ADB is glad to have partnered with ICC Academy in providing online global trade and supply chain finance training. With the training's initial phase, which incorporated two trade finance certifications, the GTC and CTFP, we have successfully trained 150 professionals from more than 80 Trade Finance Program partner banks.”

STEVEN BECK Head of Trade Finance, Asian Development Bank

### **Benefits of taking up Global Trade Certification with ICC Academy**



- ✓ *Introductory-level certificate recognised internationally:* Our GTC programme provides a comprehensive understanding of trade finance products – from letters of credit through to supply chain financing

techniques. It's an ideal programme for professionals wanting to build an understanding of the nuts and bolts of global trade.

- ✓ *Improve your knowledge:* An ideal programme for professionals to build a strong foundation in global trade finance. Build confidence in your knowledge of the profession, which can open more opportunities for advancement, as you demonstrate your commitment and willingness to invest in your own development!
- ✓ *Professional Credibility:* Get known for your expertise in trade finance internationally with an ICC Academy accreditation. Earning this certification will provide immediate professional credibility, inspiring confidence in your clients and stakeholders on your insights as you demonstrate your competency. This certificate sets the global standard in trade finance and is a symbol of excellence and commitment towards your profession.
- ✓ *Staying Relevant:* In a changing environment impacted by technology and regulations, you demonstrate abilities to enhance your skill set and knowledge - which benefits you and your organisation.
- ✓ *Stay Competitive:* Having a more technical trade finance workforce will enable you and the organisation to stand out against other competition.



So, if you are waiting for the perfect time to seize this opportunity, the time is NOW!

For more information, log in to our [website](#) or email [info@icc.academy](mailto:info@icc.academy) or call our friendly sales team at +65 6805 9454.

Update yourself with trade finance news with our monthly newsletter. [Sign up now!](#)

## Certified Trade Finance Professional (CTFP)

### Are you ready to beat the competition?

Staying ahead of the game is key in any competitive industry. The trade finance landscape is no different and the time has come to step up your game. The ICC Academy, the educational arm of International Chamber of Commerce (ICC) would like to introduce you to the advanced level certification providing in-depth knowledge of trade finance products- *Certified Trade Financial Professional (CTFP)*.

This certification is targeted at front and middle-office professionals in banks and corporates.



“ The CTFP programme of the ICC Academy is setting a new industry standard in terms of online training for the trade finance sector. This certification is truly an industry first that recognises experts based on their actual knowledge of the trade finance sector.”

DANIEL COTTI, Founder and Managing Director, Cotti Trade and Treasury

### ***Benefits of taking up Certified Trade Finance Professional with ICC Academy***



- ✓ *Gold standard in trade finance certifications and recognized internationally:* The Academy's CTFP certification is recognised by financial institutions, governments and regulators. The advanced trade finance training is aimed at front and middle-office professionals from banks to corporates.
- ✓ *Professional Credibility:* Earning this certification with ICC accreditation will help you get recognised for your expertise in trade finance and provide immediate professional credibility, inspiring confidence in your clients and stakeholders on your insights, as you demonstrate your competency. This certificate sets the global standard in trade finance and is a symbol of excellence and commitment towards your profession.



- ✓ *Staying Relevant:* In a changing environment impacted by technology and regulations, you demonstrate your abilities to enhance your skill set and knowledge - which benefits you and your organisation.
- ✓ *Stay Competitive:* Having a more technical advanced trade finance workforce will enable you and the organisation to stand out against other competition.
- ✓ *Advanced level certificate:* This certification provides in-depth knowledge of trade finance products and techniques. Using case studies along with an emphasis on analysis of real-world scenarios, the certificate includes an intensive online programme.
- ✓ *Personal enrichment:* This certification opens more opportunities for advancement as you demonstrate your commitment and willingness to invest in your own development!
- ✓ *Accreditation towards other certification:* Achieving CTFP certification also enables individuals to recertify to partner certificates and continue a lifelong education process.



So, if you are waiting for the perfect time to seize this opportunity, the time is NOW!

For more information, log in to our [website](#) or email [info@icc.academy](mailto:info@icc.academy) or call our friendly sales team at +65 6805 9454.

Update yourself with trade finance news with our monthly newsletter. [Sign up now!](#)

### Export Import Certification (EIC)

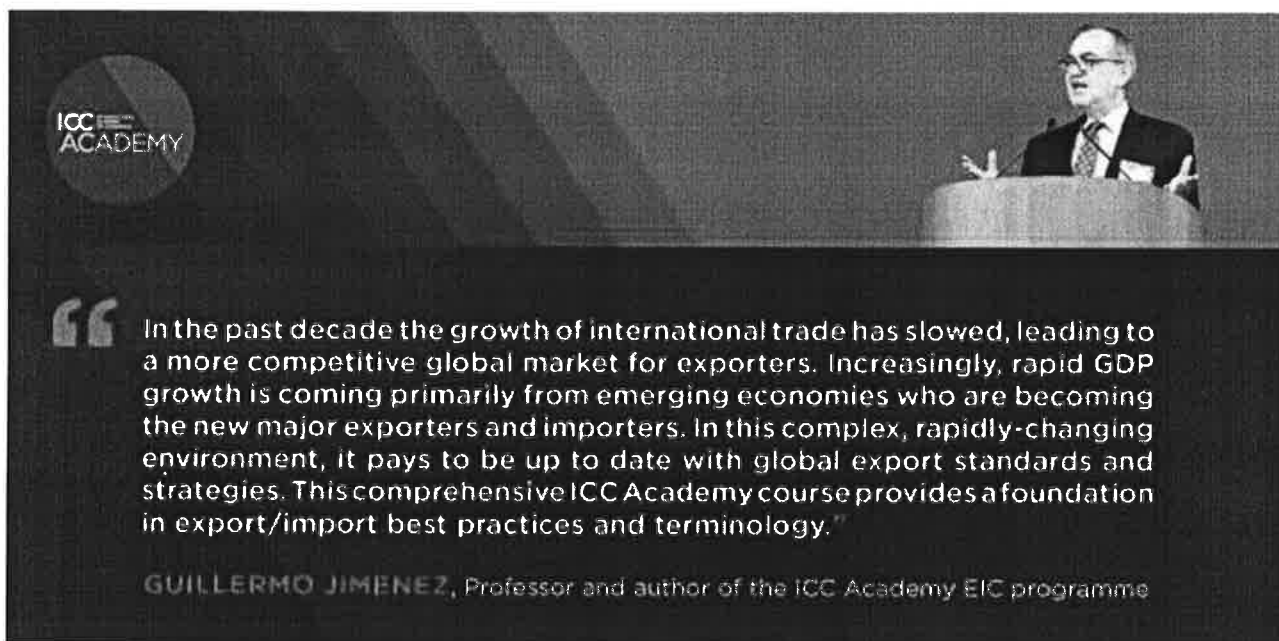
#### Are you ready to navigate the challenges throughout cross border transactions?

International trade guidelines and procedures can be complex. For you and your company to thrive in the growing global economy and reap the benefits of the lucrative international trade arena, it's crucial to have the right knowledge to enter the marketplace and have the knowledge to operate successfully.

The ICC Academy, the educational arm of International Chamber of Commerce (ICC) would like to introduce you to Export/Import Certification (EIC). This certification provides practical and comprehensive knowledge on how to conduct export/import transactions and manage an international business.

The programme will help you navigate wide range of subjects on international business transactions and contracts, export and import finance - payment and security devices, international logistics, shipping and sourcing.

This certification is targeted at international trade professionals.



**“** In the past decade the growth of international trade has slowed, leading to a more competitive global market for exporters. Increasingly, rapid GDP growth is coming primarily from emerging economies who are becoming the new major exporters and importers. In this complex, rapidly-changing environment, it pays to be up to date with global export standards and strategies. This comprehensive ICC Academy course provides a foundation in export/import best practices and terminology.

**GUILLERMO JIMENEZ**, Professor and author of the ICC Academy EIC programme

#### ***Benefits of taking up Export/Import Certification with the ICC Academy***



- ✓ *Gold standard in export/import certifications and recognized internationally:* The Academy's EIC certification is recognised by trading houses, banks, governments and regulators. The training is aimed at export and import managers, trade finance bankers, forwarders and carriers, customs

brokers, private and government inspectors and auditors, insurance providers, trade lawyers and trade promotion executives.

- ✓ *Professional Credibility:* Earning this certification with ICC accreditation will help you get recognised for your expertise in export/import and provide immediate professional credibility, inspiring confidence in your clients and stakeholders on your insights, as you demonstrate your competency. This certificate sets the global standard in export/import and is a symbol of excellence and commitment towards your profession.
- ✓ *Staying Relevant:* In a changing environment impacted by technology and regulations, you demonstrate your abilities to enhance your skill set and knowledge - which benefits you and your organisation.
- ✓ *Stay Competitive:* Having a more technical advanced workforce will enable you and the organisation to stand out against other competition.
- ✓ *Market leading certification:* This certification provides in-depth knowledge of export//import transactions and how to manage an international trade. Using case studies along with an emphasis on analysis of real-world scenarios, the certificate includes an intensive online programme.
- ✓ *Personal enrichment:* This certification opens more opportunities for advancement as you demonstrate your commitment and willingness to invest in your own development!



So, if you are waiting for the perfect time to seize this opportunity, the time is NOW!

For more information, log in to our [website](#) or email [info@icc.academy](mailto:info@icc.academy) or call our friendly sales team at +65 6805 9454.

Update yourself with trade finance news with our monthly newsletter. [Sign up now!](#)

## Ethical Marketing and Advertising (EMA)



Are you ready to up your game in marketing and advertising 'ethically'?

Dear XXXXXXXX

Staying ahead of the game is key in any competitive industry. From micro-enterprises to large multi-national companies and organisations, most businesses use marketing in some form to sell their products or services. However, in a world where good governance and consumer trust are increasingly important, there is a greater expectation from consumers for brands to communicate transparently about their operations and product offering.

As a marketing/advertising professional, are you armed with the 'guidance' for legal, decent, honest and truthful marketing communications – qualities that are critical for marketers to build consumer trust and brand loyalty?

The Ethical Marketing and Advertising (EMA) e-course, which is available free of charge, provides the know-how and skills to spot and avoid ethics violations, critical to those looking to build consumer trust and brand loyalty. The curriculum is aimed at marketers, advertisers and other professionals working for regulators advocacy groups, advertising associations and academic institutions, including their business students.



“ The EMA demonstrates, in practical terms, how the ICC Code's principles and provisions can be applied in everyday practice when developing marketing campaigns. We are confident that this e-course will be a key resource to help marketers employ today's and tomorrow's most innovative techniques to market their products and services.”

**RAELENE MARTIN** Policy Manager, ICC Marketing and Advertising Commission

ICC  
ACADEMY



“ Professionals are aware that engaging in unethical advertising can have negative consequences for their careers, organisation and entire profession. However, they may be unsure about the main principles. After taking the EMA, they will be able to spot and avoid ethics violations. All marketing and advertising professionals can benefit from this instructive and engaging e-course.”

REINHARD ANGELMAR Emeritus Professor, Marketing and Management, INSEAD



## **Benefits of taking up EMA e-course with the ICC Academy**

- ✓ *Market leading certification build on the ICC Code:* The ICC Code provides globally applicable road signs for marketing practice, which help build confidence in business. This e-course brings the Code guidance to life with the aid of practical industry examples - 37 case studies, 68 videos, 55 quizzes and activities.
- ✓ *Improve your knowledge:* An ideal e-course for professionals to build a strong foundation in ethical marketing and advertising. Build confidence in your knowledge of the profession, which can open more opportunities for advancement, as you demonstrate your commitment and willingness to invest in your own development!
- ✓ *Professional Credibility:* Get known for your expertise in ethical marketing and advertising internationally with an ICC Academy certification. Completing the e-course and getting a certification will provide immediate professional credibility, inspiring confidence in your clients and stakeholders on your insights as you demonstrate your competency.
- ✓ *Staying Relevant:* In a changing environment impacted by ethics and corporate responsibility, you demonstrate abilities to enhance your skill set and knowledge - which benefits you and your organisation.
- ✓ *Cost-effective learning:* The EMA e-course is available *free of charge*, professionals hoping to demonstrate their commitment to the practice of ICC Code on responsible Marketing and Advertising are invited to take the EMA certification exam for a nominal fee.



So, if you are waiting for the perfect time to seize this opportunity, the time is NOW!

For more information, log in to our [website](#) or email [info@icc.academy](mailto:info@icc.academy) or call our friendly sales team at +65 6805 9454.

Update yourself with trade finance news with our monthly newsletter. [Sign up now!](#)

Important notes:

- To benefit from the sales commission available to all interested NCs, please get in touch with the ICC Academy at [sales@icc.academy](mailto:sales@icc.academy)
- Your members can choose between individual courses or certification programmes provided by the ICC Academy. Log in to our [catalogue](#) to view all individual courses.

Video series: Welcome to our brand-new initiative

The ICC Academy's Video Series Bundles provides additional learning material designed to supplement the topics covered in the main courses. Hosted by our Director of Production Thomas Paris, these video interviews cover industry activities for experienced professionals and beginners alike. [Click here](#) to view the Video series overview page.

#### Trade Finance Basics – Video Series Bundle 1

1. Education in Trade Finance
2. Introduction to Documentary Credits
3. Introduction to Bank Guarantees
4. Introduction to Collections
5. Introduction to Guarantees and Stand-by LCs
6. Introduction to Transferable and Back-to-Back LCs

#### Global Trade and Trade Finance – Video Series Bundle 2

1. Essentials: ICC Model Sales Contracts
2. Essentials: Supply Chain Management
3. Essentials: Trade Finance Compliance
4. Essentials: SCF Terminology
5. Essentials: Trade Finance Operations
6. Essentials: Synthetic Securitization

#### Trade Finance Landscape - Video Series Bundle 3

1. Corporate Perspective: SCF and Trade Finance
2. Trade Perspective: The New Normal
3. ADB Perspective: Trade Finance Gaps
4. Bank Perspective: Road to Basel IV
5. Bank Perspective: Demystifying Blockchain
6. Corporate Perspective: Digitization of Trade

To request any further assistance with marketing materials and collaterals, please contact:

PRIYANKA SATAPATHY  
Marketing & Events  
Manager  
ICC Academy

T: +65 6805 9458

E: [Priyanka.Satapathy@icc.academy](mailto:Priyanka.Satapathy@icc.academy)  
W: [www.icc.academy](http://www.icc.academy)