ICC Academy
Introduction
Who are we?

• ICC Academy is the education arm of the International Chamber of Commerce (ICC).
• We were established in 2015 to provide training for the business community worldwide.

• An interactive digital platform providing ICC-accredited certifications, online courses, and video series.
• “Thought Leadership” mission strengthened by organizing events and webinars on industry-leading topics.
ICC Academy’s community spans over 90 countries.

- Over 1,500 individuals currently enrolled in our leading certification programmes
- +30 online courses available with 21,000 units deployed today
- 18 tailored video lessons covering popular trade-related topics
- Organised 4 thought-leadership events on trade finance in Singapore and London
- Accredited +25 partner training programmes
Our Clients

- Over a hundred major clients in +90 countries.
- Strategic partnerships with accreditation bodies, academic institutions, and multi-lateral development banks.

Academic Partners
“With increased competition between domestic banks in Qatar, many of the larger players in the sector are looking abroad for New Growth Prospects.”

- Regulatory changes and increasing market competition are changing the rules of the game
- Switches in corporate behavior and expectations - Fitting into supply chain ecosystem
- Technological innovation - Being aware of current trends and being above competition
WHY ICC ACADEMY?

Industry-leading Certifications
Internationally recognised. Market-leading certifications. Measurable ROI with industry benchmark on knowledge acquired on training. Create a benchmark of efficiency.

Dynamic digital platform
Organizations can train staff dispersed globally in a cost effective way and benefit from networking opportunities within the platform by participating in an online community.

Modular training
Learners can dedicate several smaller blocks of time according to their needs, maximizing learning efficiency. Manage your own learning schedule and pace.

Study anywhere anytime
ICC Academy offers those in developing or remote regions equal access to world-class and flexible professional educational opportunities.

Leading authors
Relevant curriculum developed with renowned specialists and policy commissions.

Lifelong learning
Tailored webinars on in-demand topics to keep relevant in latest practices and trends. Thought leadership events to keep abreast of latest developments.

High Quality
Consistency in High Quality, scope and delivery in each program. Available easily with interactivity and a standardised process in place.

Trackable learning
ICC Academy provides regular and customisable progress reports, enabling clients to track individual progress and knowledge gaps.
WHAT DO OUR CLIENTS SAY ABOUT US?

Daniel SCHMAND
Global Head of Trade Finance, Deutsche Bank

“ICC Academy's The Digital Trade Finance and FinTech’s course serves as a primary example of the type of training we are pleased to see in the market and look forward to seeing more of.”

John AHEARN
Global Head of Trade, Citi

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Steven BECK
Trade Finance Head, Asian Development Bank (ADB)

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

Daniel COTTI
Chairman, Bolero

“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.”
OUR CERTIFICATION PROGRAMMES

25 Trade Finance Courses
Covering broad aspects of Trade Finance, targeting job roles such as relationship managers, transactional bankers, legal/risk professionals, and credit analysts.

5 Export/Import Courses
Focusing on Import/Export and international trade suitable for businesses engaging in cross border transactions

1 Brand-New Marketing Course!
The Global Trade Certificate (GTC) a front/middle office focused certificate providing solid knowledge of trade finance products. It is an ideal programme for professionals wanting to build an understanding of the nuts and bolts of global trade finance.

Target Audience
Front and middle office managers & product specialists, professionals with relationship management, credit, legal or compliance functions.

Simple Structure:
6 Core Courses:
- Introduction to Trade Finance
- Introduction to Documentary Credits
- Introduction to Collections
- Introduction to Guarantees
- Introduction to Receivables
- Introduction to Distributor Finance

Choice of 3 Electives:
- Introduction to Capital and Pricing
- Introduction to Fraud and Reputational Risk
- Introduction to Supply Chain Finance
- Introduction to Compliance
- Overview of Cross Border Trade
- Introduction to Risk Distribution
- Introduction to Standby Letters of Credit
- Introduction to Trade Finance Sales
The Certified Trade Finance Professional (CTFP) is a advanced level programme to enhance knowledge on key trade finance products, documents and techniques needed to deliver and process global trade finance solutions.

Target Audience
Senior product specialists, new managers, senior managers in relationship management, credit, legal or compliance functions.

Simple Structure:

6 Core Courses:
- Advanced Documentary Credits
- Advanced Guarantees
- Advanced Supply Chain Finance
- Advanced Working Capital for Trade
- Export Finance

Choice of 4 Electives:
- Advanced Commodity Finance
- Advanced Standby Letters of Credit
- Digital Trade Finance and FinTechs
- Managing Trade Operations
- Managing Trade Sales
- Managing Trade Products
The Export/Import Certificate (EIC) is a certification programme providing comprehensive and practical knowledge on how to conduct cross-border transactions. This certification programme provides an in-depth understanding of international trade processes and their related risks to successfully compete in foreign markets.

**Target Audience**
Export and import managers, forwarders and carriers, customs, brokers, private and government inspectors, auditors, insurance providers, trade lawyers and trade promotion executives trade finance bankers.

**Simple Structure:**

**5 Courses:**
- International Trade and Export-Import Transactions
- International Business Transactions and Contracts
- Export-Import Finance – Payment and Security Devices
- International Logistics, Shipping, and Sourcing
- Global Business Management: Strategies and Structures
The Ethical Marketing & Advertising (EMA) is a 2-hour interactive course that will take candidates through pivotal case studies to understand the principles of ICC code on marketing and advertising – applicable across every industry. A self regulatory guide on responsible marketing and advertising practices.

Target Audience
Targeted at marketing professionals, advertising agencies, regulators and advocacy groups, advertising associations, academic institutions and their business students.

Simple Structure:

5 Lessons:

What is the ICC Code?
Importance of Ethical Advertising
Ethical Principles relating to Customers
Ethical Principles relating to Society
Ethical Principles relating to Competitors
Digital Marketing
The ICC Academy Video Series bundles provides additional learning material designed to supplement the topics covered in the main courses. Hosted by the Director of Production Thomas Paris, these video interviews cover industry activities for experienced professionals and beginners alike.

**Target Audience**

Anyone involved in international business either in the marketing or sales side, trade finance, regulators and advocacy groups, academic institutions and their business students.

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**Bundle 1**

**Trade Finance Basics**
- Education in Trade Finance
- Introduction to Documentary Credits
- Introduction to Bank Guarantees
- Introduction to Collections
- Introduction to Guarantees and Stand-by LCs
- Introduction to Transferable and B2B LCs

**Bundle 2**

**Global Trade and Trade Finance**
- Essentials: ICC Model Sales Contracts
- Essentials: Supply Chain Management
- Essentials: Trade Finance Compliance
- Essentials: SCF Terminology
- Essentials: Trade Finance Operations
- Essentials: Synthetic Securitization

**Bundle 3**

**Market Perspectives**
- Corporate Perspective: SCF and Trade Finance
- Trade Perspective: The New Normal
- ADB Perspective: Trade Finance Gaps
- Bank Perspective: Road to Basel IV
- Bank Perspective: Demystifying Blockchain
- Corporate Perspective: Digitization of Trade
CASE STUDIES WITH INTERACTIVE ENGAGEMENTS

Let's Continue

Fair Trade in Bloom

Lesson 1: What is Working Capital?

Cash Flow or Cash Conversion Cycle (CCC)

In most companies, the cash flows (in and out) are not happening simultaneously with the physical flows. Therefore, the physical flows must be recorded on the company's balance sheet representing the time gap between the creation and the actual settlement as per the following definitions:

- Accounts Payables
- Inventory
- Accounts Receivables

1.6 Digital Trade Finance Benefits

Digital trade finance benefits can bring about transformational benefits in the areas of improving operating efficiencies, margins, and profitability of companies. From a macroeconomic point of view, the digital finance world can stimulate government spending on infrastructure development in supporting trade and economic growth.

- Enabling revenue growth
- Increasing returns on invested capital
- Ensuring effective risk transfers
- Controlling cost and income ratios

Rulebook

Getting the cultural details right
OUR ONLINE EXAMS

• **Live Online Proctoring** – ID verification, supervision, secure login, and anti-cheating visual algorithms.

• **Available 24/7** in any time zone. Schedule at your convenience!

• Launch directly from our online platform.

• No examination centers – no stress from travel, no travelling cost or time out of office required.

• Once successful, you will receive your very own ICC Academy Certificate.
GET STARTED

Contact us via email or website to access our course demos

Subscribe to our newsletter to stay up-to-date with our latest online courses, news and events

Talk to us to learn about our special group rates, which are available for groups of ten or more.

www.icc.academy

To learn more, contact:

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