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## Seizing Trade Opportunities in an Uncertain World

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### Topics to Be Covered

1. Overview of rapidly changing trade landscape, supply chain and global value chain patterns
2. Understanding US-China trade war and the role of trade agreements (FTAs) in global trade
3. Overview of the most important FTAs in the region: RCEP and CPTPP (members, market access, and contents)
4. Comparing RCEP and CPTPP and their benefits
5. Capitalizing the benefits of CPTPP in core chapters for firms in Asia
6. Decoding common technical jargon in trade
7. Understanding how trade negotiators and policymakers work in ASEAN
8. High level modelling of FTA cost-savings and duty minimization
9. Guide to country of origin (CO), rules of origin (ROO), customs valuation and trade compliance
10. Introduction to drawback and postponement schemes
11. Case studies of firms using FTAs to tackle challenges and improve profit margins when trading with Asian partners
12. Practical challenges firms often face when using FTAs and some best practices to resolve the challenges

### Who Should Attend?

CEO, COO, Director of Business Development, Director of Supply Chain and Logistics, Business Owners of SMEs and all key decision makers who are involved in ASEAN, Asia, global expansion, internationalisation strategies and planning.

## About Trainers

### Dr. Deborah Elms – Executive Director, Asian Trade Centre



Dr. Deborah Elms is the Founder and Executive Director of the Asian Trade Centre (ATC). She is Vice Chair of the Advisory Board for the Asia Business Trade Association (ABTA), Co-Chair of the Trade Policy Committee of the Global Trade Professionals Alliance (GTPA), and also a senior fellow in the Singapore Ministry of Trade and Industry's Trade Academy.

Previously, Dr Elms was head of the Temasek Foundation Centre for Trade & Negotiations (TFCTN) and Senior Fellow of International Political Economy at the S. Rajaratnam School of International Studies at Nanyang Technological University, Singapore.

Dr. Elms received a PhD in political science from the University of Washington, a MA in international relations from the University of Southern California, and bachelor's degrees from Boston University. Dr Elms publishes the Talking Trade Blog.

### Dr. Raymon Krishnan – Director, Asian Trade Centre



Dr. Raymon Krishnan is the Director at the Asian Trade Centre Foundation (ATCF) and the Asian Trade Centre (ATC). He works with clients on supply chain diagnosis, strategy and network design. Raymon has close to thirty years experience in logistics and supply chain management as an end user, educationist and service provider. He currently serves as President of The Logistics & Supply Chain Management Society and is Editor-At-Large of LogiSYM, the collaborative platform of the Society. Raymon's experience covers the full Logistics spectrum, from raw material procurement to physical distribution and eventually customer service and care, with a strong grounding in Quality and Six Sigma. He was the Global Commercial Director for 3PL with operations worldwide and prior to this role, he was responsible for Asia Pacific Logistics & Trade Compliance for W.R. Grace.

Raymon holds a degree in Logistics from the Royal Melbourne Institute of Technology and a Master of International Business from the University of Wollongong and a Doctorate in Business Administration. He is also a Fellow of the Chartered Institute of Logistics and Transport and The Australian Logistics Academy and Associate Fellow of the Australian Institute of Management and was an Honorary Fellow of the University of Wollongong.

## The ATC's Track Record on Similar Workshops

Relevant Projects Undertaken by the ATC and ATC's Experts

- Training on International Trade for British High Commission in Singapore (April 10-11, 2018)
- Training for British High Commission in Singapore on International trade and negotiations (February 27 to March 1, 2017)
- Training on Trade for EU delegation in Asia (January 11, 2016)

- Training for British Embassy in Singapore on trade services on Talking on ASEAN Economic Community (AEC), Korea-US Free Trade Agreement (KORUS) & Trade in Services Agreement (TiSA) (February 25-26, 2015)
- SME Capacity Building Programs for Digital Trade: May 2017 (Singapore); August 2017 (Singapore); March 2018 (Singapore); June 2018 (Singapore); October 2018 (Singapore), April 2019 (Thailand), May 2019 (Indonesia).
- SME Capacity Building Program for Logistics, Supply Chain and Trade Compliance: August 2018 (Singapore); September 2018 (Hong Kong); April 2019 (Shenzhen); May 2019 (Hong Kong).
- Capacity Building Program for Public Sector and NGOs: Training on International Trade for British High Commission in Singapore (April 10-11, 2018); Training for British High Commission in Singapore on International trade and negotiations (February 27 to March 1, 2017); Training for Singapore Ministry of Trade and Industry on the Trans Pacific Partnership (November 22-23, 2016; February 14-15, 2017; March 7-9, 2017); Training for Netherlands Embassy in Singapore on Asian Trade Architecture (December 9, 2016); Training for Embassy of Belgium on Understanding Trade Agreements in Asia (April 11, 2016); Training on Trade for EU delegation in Asia (January 11, 2016); Training for British Embassy in Singapore on trade services on Talking on ASEAN Economic Community (AEC), Korea-US Free Trade Agreement (KORUS) & Trade in Services Agreement (TiSA) (February 25-26, 2015); Training for ASEAN Secretariat on Performance Requirements in Investment Agreements, Brunei (July 1-3, 2013); Training for Ministry of Trade and Industry, Singapore on Negotiating with Federal States (April 26, 2013); Training for Civil Service College, Singapore on Negotiation Simulation: Environmental Goods (April 11, 2012); Training for Ministry of Foreign Trade, United Arab Emirates on State-Owned Enterprises (December 2011); Training for the Academy of International Economic Affairs, Ministry of Economic Affairs, Taipei, Taiwan on International Negotiations (October 2011); Training for Ministry of Foreign Trade, United Arab Emirates on Negotiating a Free Trade Agreement: Investment and Additional Chapters (March 2011); Training for Chung-Hua Institute for Economic Research, Taipei on Negotiating Free Trade Agreements (October 2010); Training for Ministry of Foreign Trade, United Arab Emirates on Practicing Negotiations (December 2009); Training for Ministry of Foreign Affairs and Trade, Brunei Darussalam on Understanding the Financial Crisis (May 2009); Training for Ministry of Foreign Affairs, Singapore on Using Case Studies Workshop (August 2007)
- Capacity Building Programs for Private Sector: Half-day, One-day, Two-day training for private sectors from various industries including banking and finance, manufacturing, automotive, pharmaceuticals, food and beverage. Topics covered include Services in Asia, WTO, FTAs in the regional, Logistics and Supply Chain, GVCs, Trade Facilitation and Customs Procedures in Asia.
- Executive Programme for mid-career government officials from the Asia-Pacific, including Australia, New Zealand, Fiji, Maldives, Pakistan and China: February 10-March 22, 2014, October 15-November 23, 2012; Oct. 10-Nov. 18, 2011; Oct. 11-Nov. 18, 2010; Aug. 3-Sept. 11, 2009; and Oct 28-Dec 5, 2008.
- In-Country Training Course in Mongolia, Singapore, Indonesia, Philippines, Bhutan, Timor Leste, Laos, Vietnam, Cambodia, Sri Lanka,