



**Strong & Herd**  
Import and Export Services



## Training courses 2020-2021

### **Virtual Learning (VL) with Strong & Herd LLP**

The challenging times continue as we work towards a strategy to come out of lock down, but it is training as usual at S&H - thanks to our trainer-led virtual learning (VL) platform and on-line self-study elearning. Our virtual learning courses have been successful as a safe replacement to face to face training and are also proving to be an excellent way to get dedicated help. And with no room hire or travel costs, they are cheaper to attend! VL is an exciting way to learn with practical sessions for attendees, time to ask specific questions and real-time look at key websites and regulations but if you don't want to be on camera and prefer to use the chat box to participate rather than speak in a public arena that's fine (in fact some delegates have said this is a benefit of VL). Each session is run by two trainers, the lead trainer and the support organiser who will ensure that everything runs smoothly, and attendees get their questions answered during the session(s).

### **ICC Incoterms<sup>®</sup> 2020 Rules Explained**

This excellent practical and interactive guide to using shipping terms effectively is delivered by the ICC-UK official trainers. It explains how the new set of Incoterms<sup>®</sup> 2020 determine buyers' / sellers' risks responsibilities. Using them correctly is essential.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

24.07.2020.

20.08.2020

*Members* £170.00 + VAT

*Non-Members* £240.00 + VAT

### **Incoterms 2020: Understanding the Changes**

Strong & Herd is an official training partner of ICC-UK so you are assured that this course provides sensible guidance as we compare the 2010 terms to the new set and examine practical changes and key elements in getting it right. Includes extensive guidance notes and illustrative graphics to help users efficiently choose the right rule for each transaction

### **Virtual Learning Platform**

**Half day 10.00-12.30**

31.07.2020

24.08.2020

£90.00 --- *Members*

£140.00 - *Non-Members*

All prices subject to VAT



## Beginners Guide to Exporting & Importing

This course is written for anyone who has no prior knowledge of exporting or importing. It takes participants through the basic principles and briefly explains the most common practices, terminology, facilitating understanding using fun practical exercises, games and quizzes. Ideal for new starters.

### Virtual Learning Platform

**Full day 10.00-15.30**

15.07.2020

06.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

05.11.2020

**London**

01.10.2020

23.02.2021

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

## Export Essentials

This highly regarded one-day course gives basic grounding in export procedures. Covers the key points including documentation and working with freight forwarders, it is ideal for all newcomers to export and as an overview for those whose job has an export connection.

### Virtual Learning Platform

**Full day 10.00-15.30**

28.07.2020

27.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

29.09.2020

26.11.2020

**London**

27.10.2020

19.01.2021

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

## Import Essentials: An Introduction to Importing

A popular course that looks at all the essential elements of importing including tariff classification, customs procedures, paying duty and VAT. Whether in sourcing, procurement, finance, customer services, shipping or import administration this course will increase confidence and understanding.

### Virtual Learning Platform

**Full day 10.00-15.30**

31.07.2020

21.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

10.09.2020

01.12.2020

**London**

03.11.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

## How to Complete Export Customs Entries

An interactive workshop designed to fill a gap in the market by focusing on how to complete export customs entries in the UK. Software screens are used so that you can see exactly how export customs declarations are created whether you are an agent or exporter.

### Virtual Learning Platform

Full day 10.00-15.30

24.07.2020

25.08.2020

Members £170.00 + VAT

Non-Members £240.00 + VAT

### Face to face Training

**Manchester**

**London**

11.11.2020

29.09.2020

08.12.2020

28.10.2020

£280.00 --- Members --- £425.00

£350.00 - Non-Members - £495.00

All prices subject to VAT

## How to Complete Import Entries

A tricky area explained by an expert using customs entry software to create a relevant and interactive workshop. Delegates will come away knowing what is needed to complete import customs entries in the UK important whether you are an agent or importer.

### Virtual Learning Platform

Full day 10.00-15.30

10.07.2020

12.08.2020

Members £170.00 + VAT

Non-Members £240.00 + VAT

### Face to face Training

**Manchester**

**London**

18.11.2020

30.09.2020

12.01.2021

£280.00 --- Members --- £425.00

£350.00 - Non-Members - £495.00

All prices subject to VAT

## NCTS – The New Computerised Transit

**System:** A one-day introduction to the New Computerised Transit System (NCTS) and the processes involved in moving goods under the Common transit Convention (CTC). This course is designed to provide an insight into how NCTS works and why it might be needed after Brexit to move goods into and out of the EU27.

**NEW**

### Virtual Learning Platform

Full day 10.00-15.30

16.07.2020

11.08.2020

Members £170.00 + VAT

Non-Members £240.00 + VAT

## Understanding Customs Declarations

In preparation for UK exiting the EU Strong & Herd LLP, in partnership with other leading industry experts have developed **Customs Declarations Training** to help businesses and customs intermediaries across the country get ready for the new procedures. you can choose just an e-learning course or combine e-learning with a face to face session at a location near you.

### e-learning

Chose your own date

Self-study

Members £160.00 + VAT

Non-Members £230.00 + VAT





**Strong & Herd**  
Import and Export Services



## Training courses 2020-2021

### Introduction to Customs Procedures

Suitable for beginners this presentation shines a light on the Customs facilities available to minimise import duty payments and how to ensure compliance with customs procedures. Emphasis is given to the duty relief regimes, valuation, tariff and preference rules and potential changes when UK is outside the EU.

### Virtual Learning Platform

**Full day 10.00-15.30**

15.07.2020

14.08.2020

*Members* £170.00 + VAT

*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

**London**

30.11.2020

03.12.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

### Understanding Origin & Preference

This one-day workshop looks at the main elements of claiming preference at import and issuing preference documents, applying for Approved Export Status for S. Korea/ Singapore and issuing supplier declarations as exporters. Exercises during the day emphasise the rules and new regulations.

### Virtual Learning Platform

**Full day 10.00-15.30**

10.07.2020

11.08.2020

*Members* £170.00 + VAT

*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

**London**

03.11.2020

06.10.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

### Preparing for a Customs Audit

As HMRC puts more responsibilities on traders and expect companies to be "self-compliant" it is important that you know how to put customs compliant procedures in place. Delegates will leave the day with ideas and sample procedures, checklists and audit requirements.

### Virtual Learning Platform

**Full day 10.00-15.30**

24.07.2020

24.08.2020

*Members* £170.00 + VAT

*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

**London**

26.01.2021

11.09.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT



## Brexit & Beyond

It is vital for your business that you plan for when the UK leaves the EU and understand what will change first and what will happen after the Transitional Period. Learn what is being discussed and how the negotiations are developing from regular reports from Brussels and London.

### Virtual Learning Platform

**Full day 10.00-15.30**

30.07.2020

28.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

**London**

02.11.2020

10.09.2020

£280.00 --- *Members* --- £425.00  
£350.00 - *Non-Members* - £495.00  
All prices subject to VAT

## Tariff Classification Explained

Designed for anyone involved in classifying goods whether for import, export or for EU trade statistics. We look at the background and structure of the tariff and explain how to classify goods correctly in line with the GIRs. Guidance on certain classes of goods but we cannot classify specific goods

### Virtual Learning Platform

**Full day 10.00-15.30**

22.07.2020

19.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

**London**

14.09.2020

14.10.2020

20.11.2020

£280.00 --- *Members* --- £425.00  
£350.00 - *Non-Members* - £495.00  
All prices subject to VAT

## Authorised Economic Operator (AEO) Status: A Practical Guide

This course will review the potential benefits of AEO status and what your business must do to meet HMRC requirements. We will look at how to estimate how much it might cost in time and resources and how to prepare the company for becoming AEO accredited. Covers requirements for security and customs issues

### Virtual Learning Platform

**Full day 10.00-15.30**

17.07.2020

12.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**

**London**

18.11.2020

02.10.2020

£280.00 --- *Members* --- £425.00  
£350.00 - *Non-Members* - £495.00  
All prices subject to VAT



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## Training courses 2020-2021

### **Inward Processing Relief - IP Workshop**

IP can save you a lot of money but can also prove a headache! Whether you already operate IP, or would just like to know more, this practical workshop unravels the mysteries. Delegates are offered the opportunity to bring in samples of documentation for review.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

31.07.2020

26.08.2020

*Members £170.00 + VAT  
Non-Members £240.00 + VAT*

### **Face to face Training**

**Manchester**

08.10.2020

09.12.2020

**London**

15.09.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

### **Customs Warehousing & Duty Reliefs**

More companies than ever are considering setting up a customs warehouse as vital to an efficient supply chain. This practical session is specially designed for companies looking to operate a Customs Warehouse facility or improve administration and operational requirements

### **Virtual Learning Platform**

**Full day 10.00-15.30**

20.07.2020

28.08.2020

*Members £170.00 + VAT  
Non-Members £240.00 + VAT*

### **Face to face Training**

**Manchester**

10.11.2020

**London**

09.09.2020

£280.00 --- *Members* --- £425.00

£350.00 - *Non-Members* - £495.00

All prices subject to VAT

### **Advanced Guide to Import, Export & Customs**

**Procedures:** Following on from the Practical Guide to Customs Procedures this workshop is aimed at delegates with some international trade knowledge. The aim is to guide you to a higher standard of compliance with legislation so you can face customs audits with confidence.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

28.07.2020

24.08.2020

*Members £170.00 + VAT  
Non-Members £240.00 + VAT*

### **Face to face Training**

**Manchester** 20.10.2020

£280.00 --- *Members*  
£350.00 - *Non-Members*



## Introduction to UK Export Licensing Controls

Some practical experience is expected for this course that brings together in practical how to use export licences (SIEL, OGEL, OIEL). It looks at exporters' responsibility, the role of Export Control Joint Unit (ECJU) and how to ensure freight companies make correct declarations.

### Virtual Learning Platform Full day 10.00-15.30

10.07.2020  
07.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

**Face to face Training**      **Manchester**      **London**  
09.11.2020                      07.10.2020

£280.00 --- *Members* --- £425.00  
£350.00 - *Non-Members* - £495.00  
All prices subject to VAT

## Trading with the USA: Defense Exporters

This course looks at the controls and regulations affecting goods and technologies that are caught under the US Export Administration Regulations (EAR) and the International Traffic in Arms Regulations (ITAR – e.g. military goods) with the aim of assisting you in setting up compliant internal procedures

### Virtual Learning Platform Full day 10.00-15.30

29.07.2020  
26.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

**Face to face Training**      **Manchester**  
29.10.2020

£280.00 --- *Members* --- £425.00  
£350.00 - *Non-Members* - £495.00  
All prices subject to VAT

## Importers' Workshop – Advanced (2 days)

An ideal follow-up to Import Essentials or for anyone requiring an advanced look at import procedures, e.g. valuation, classification, etc. This practical interactive 2-day workshop looks at importing in detail and delegates are encouraged to bring samples of their own import documentation

### Virtual Learning Platform Over 2 days

4<sup>th</sup> & 5<sup>th</sup> Aug 2020

*Members* £325.00 + VAT  
*Non-Members* £395.00 + VAT

**Face to face Training**      **Manchester**  
16/17 Nov 2020

£425.00 --- *Members* --- £625.00  
£495.00 - *Non-Members* - £695.00  
All prices subject to VAT

## Letters of Credit LC: A Practical Workshop for Exporters:

Essential training for all exporters who work with Letters of Credit. It offers invaluable advice on LC acceptance/interpretation and offers practical help in formulating a procedure that leads to payment "first-time, every-time". Delegates can discuss their own issues with the experienced trainer.

### Virtual Learning Platform

Full day 10.00-15.30

21.07.2020

12.08.2020

Members £170.00 + VAT  
Non-Members £240.00 + VAT

## How to Price Goods for Overseas Markets

Pricing is a crucial issue in successful (and profitable) exporting. This course is designed for marketing/sales/export sales professionals and will equip you to understand real product costs (including the cost of exporting), evaluate market conditions, competitors and make effective strategic pricing decisions.

### Virtual Learning Platform

Full day 10.00-15.30

16.07.2020

18.08.2020

Members £170.00 + VAT  
Non-Members £240.00 + VAT

## How to Select & Manage Overseas Distributors and Agents:

The representative you choose is likely to be the biggest single success factor in any market. Results come not only from choosing the right candidate, but in defining the relationship and in effective management and leadership. This course will provide you with the skills to make the right choice.

### Virtual Learning Platform

Full day 10.00-15.30

23.07.2020

03.09.2020

Members £170.00 + VAT  
Non-Members £240.00 + VAT

## How to Build Overseas Sales

Entering new markets is a proven way to grow your business, especially when approached strategically. This course will help to break new markets profitably, by learning how to identify critical success factors, make accurate comparisons and set priorities so you recognise the markets that are right for you.

### Virtual Learning Platform

Full day 10.00-15.30

21.07.2020

20.08.2020

Members £170.00 + VAT  
Non-Members £240.00 + VAT



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### VAT in International Trade

This workshop demonstrates how supplies of goods and services to overseas customers may be subject to UK VAT, how a UK business must deal with its VAT obligations and the circumstances in which a UK business must register for VAT overseas

**Virtual Learning Platform**  
**Full day 10.00-15.30**  
 29.07.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**  
 08.09.2020  
 10.12.2020

£280.00 --- *Members* --- £425.00  
 £350.00 - *Non-Members* - £495.00  
 All prices subject to VAT

### International Trade Compliance Manager

Essential for people who want to take a major step in their career by acquiring key skills in Customs Compliance. It enables companies to achieve improvements in efficiency and examines the tasks involved in creating and maintaining a strong "Compliance Culture" throughout the organisation.

**Virtual Learning Platform**  
**Over 2 days**

28<sup>th</sup> and 29<sup>th</sup> July 2020

*Members* £325.00 + VAT  
*Non-Members* £395.00 + VAT

### The Export Course (2 days)

Covers the main aspects in a practical, clear and comprehensive way that is relevant to today's exporters. To gain the most benefit from this course, delegates should have previously attended our Export Essentials course or have exporting experience.

**Virtual Learning Platform**  
**Over 2 days**

7<sup>th</sup> & 8<sup>th</sup> July 2020

*Members* £325.00 + VAT  
*Non-Members* £395.00 + VAT

### Face to face Training

**Manchester**      **London**  
 23/24 Sep 2020    1/2 Dec 2020  
 19/20 Jan 2021

£425.00 --- *Members* --- £625.00  
 £495.00 - *Non-Members* - £695.00  
 All prices subject to VAT

### Valuing Goods for Customs Purposes

All goods need to be valued correctly for customs purposes whether it is a sale or free of charge movement. The WTO sets specific rules of valuing goods for customs purposes. In this day we will review the Articles of the WTO Agreement, the 6 Methods of Valuation and Transfer Price Agreements.

**Virtual Learning Platform**  
**Full day 10.00-15.30**

23.07.2020  
 27.08.2020

*Members* £170.00 + VAT  
*Non-Members* £240.00 + VAT

### Face to face Training

**Manchester**  
 17.11.2020

£280.00 --- *Members* --- £425.00  
 £350.00 - *Non-Members* - £495.00  
 All prices subject to VAT



## Face to face Training

### Dangerous Goods Awareness Course

This is a basic introduction to the air, sea and road regulations involved in the packaging and transportation of dangerous goods. By being familiar with the regulations, labels and hazard classes your employees can ensure that any potentially dangerous goods are handled correctly.

**Manchester**

12.11.2020

£180.00 --- *Members*  
£250.00 --- *Non-Members*  
All prices subject to VAT

### Lithium Batteries by Air

Know how to correctly handle and prepare shipments of lithium batteries for transport by air and covers the new IATA 2020 regulations. Lithium batteries regulations relate to both stand alone batteries and lithium batteries contained in or packed with equipment. Don't get caught out by the changes.

**Manchester**

16.09.2020

19.11.2020

£180.00 --- *Members*  
£250.00 --- *Non-Members*  
All prices subject to VAT

### Advanced Guide to CDS (CHIEF) Entries

This advanced level two-day workshop gives practical advice on rules, regulators, working with Customs / Freight Agents, advice and helplines. Using software delegates will learn how to complete different types of customs entries, inventory control processes, simplified procedures, EIDR and special entry CPCs.

**Manchester**

15/16 Sep 2020

**London**

25/26 Nov 2020

£425.00 --- *Members* --- £625.00  
£495.00 - *Non-Members* - £695.00  
All prices subject to VAT

### Introduction to Excise Procedures

A good introduction to both international and domestic regulations on excise products such as alcohol, tobacco and hydrocarbon oils. It outlines the requirements for registration of production premises and duty suspended ("bonded") warehouses, and the calculation and payment of excise duty.

**Manchester**

17.09.2020

**London**

25.11.2020

£280.00 --- *Members* --- £425.00  
£350.00 - *Non-Members* - £495.00  
All prices subject to VAT

### The AEO Practitioner Qualification (Level 3)

**Venue: Alsager Cheshire:** This special, practical qualification covers both AEO Customs (AEOC) and Supply Chain Security (AEOS) giving delegates a qualification recognized by HMRC as well as showing how best to apply for and maintain AEO status for your business. Essential for anyone in compliance.

**4 days**

w/c 17.08.20

w/c 05.10.20

w/c 23.11.20

4 Days 9:00-16:30

**Location: Alsager Cheshire**

£780.00 + VAT  
*Members*  
£850.00 + VAT  
*Non-Members*



# Helpline Support with OneCall®

## OneCall Level 1

The Basic service lets you call or email our office with enquiries so we can guide and support you to the correct places for information, reinforce your understanding of procedures.

Covers 6-8 brief questions pa  
**Members get regular update email**  
Discounts on all public training places

Subscription price  
**£180.00 + VAT**  
For 2 hours pa  
Paid in Advance  
Top-ups available

## OneCall More

Level 2 provides a single port of call for assistance and guidance in all areas of import and export procedures. OneCall More provides support to your day-to-day activities in a cost-effective way.

Covers 6-8 brief questions each month  
**Members get regular update email**  
Discounts on all public training places

Subscription price  
**£600.00 + VAT**  
For 8 hours pa  
Paid in Advance  
Top-ups available

## OneCall Plus

The essence of OneCall Plus is to get practical assistance and advice on all matters relating to international trade. With "Plus" S&H joins your compliance team saving valuable time & money.

24 hours support pa  
**Members get regular update email**  
Discounts on all public training. Can convert to 1-to-1 sessions

Subscription price  
**£1560.00 + VAT**  
For 24 hours pa  
Paid in Advance  
Top-ups available

## OneCall OnDemand

Just need a couple of hours of dedicated advice? OneCall OnDemand gives you a minimum of 2 hours time with a subject matter expert via our virtual meeting room. Book your dedicated session now.

**OneCall – 2 hour Dedicated session**  
Discount on all public training places  
Any topic, any time, virtual advice at its best

Subscription price  
**£500.00 + VAT**  
Minimum 2 hours  
Paid in Advance

**How Do I Subscribe?** It's easy. There are 4 different option – choose the one that best suits your requirements and buy on-line on the [Strong & Herd website](http://Strong & Herd website) or by email to:

[onecall@strongandherd.co.uk](mailto:onecall@strongandherd.co.uk)

*Need something more bespoke or long term with training – ask about our Business Support Packages*

**New for 2020 for all OneCall members – free 1 hour sessions every 2 weeks answering your EU Exit Readiness questions. Interactive, practical and relevant advice**

**ALREADY A S&H ONECALL MEMBER – Remember to log in to your account as a registered customer to claim your £70.00 members' discount on all training.**



### Your account

#### Registered Customers

If you have an account with us, log in using your email address.

Username or email address \*

Password \*

Log in

Remember me

[Lost your password?](#)

## What is OneCall?

A business support service created to assist importers and exporters. Includes the "Did You Know" email information service to help you keep up-to-date with current international trade and customs issues.

## How will I benefit from OneCall?

Within the OneCall Team are specialists on a wide range of import, export and customs procedures. Using the service means you won't waste time searching for answers, our team will know or quickly find out for you leaving you to concentrate on your proper job. Not only do you get an immediate response but the people manning the service are helpful and extremely knowledgeable – ideal for seeking that second opinion on a tricky question. The OneCall Team can guide you in the right direction or even do some of the work for you – they are there as a support to your business needs – try us out; you won't regret it.

## How Do I Subscribe? It's easy.

There are 4 different options – choose the one that best suits your requirements and apply on-line or by email to:

[onecall@strongandherd.co.uk](mailto:onecall@strongandherd.co.uk)

*Need something more bespoke or long term with training – ask about our Business Support Packages*

Indicate your choice by ticking or placing a X in the appropriate box:

OneCall – Level 1	per year	£180.00+VAT	<input type="checkbox"/>
OneCall "More"	per year	£600.00+VAT	<input type="checkbox"/>
OneCall "Plus"	12 month subscription	£1560.00+VAT	<input type="checkbox"/>
OneCall "On Demand"	One off subscription	£250 +VAT per hour, min 2 hrs	<input type="checkbox"/>

Company details: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone No. \_\_\_\_\_

Name(s) & email for up-date service: \_\_\_\_\_

Name & email for training info (if different): \_\_\_\_\_

Payment Method: \_\_\_\_\_ Purchase Order Number: \_\_\_\_\_

Cheque with order  Please Invoice me  By Credit Card

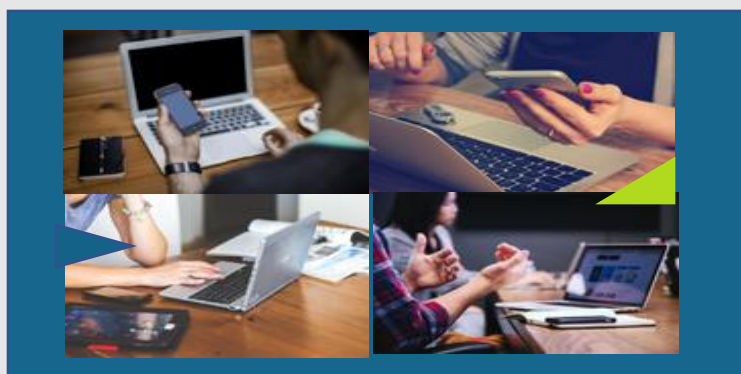
Card Number: \_\_\_\_\_

Type of card: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Security Code: \_\_\_\_\_



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