

Circular No. DBI-6/2019/49

Dated: 13-05-2019

Subject: Short Training Courses & Workshops Scheduled to be organized by DBI in June 2019

Dear Sir/Madam,

The following short training courses & workshops are scheduled to be organized by DCCI Business Institute (DBI) in June 2019:

| Sl. | Training Courses | Fees | Duration |
|-----|--|---------|--|
| 1. | Branding & Marketing (Sales) for Business Success | 5,500/- | 14-15 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| 2. | Understanding L/C Procedures for Export & Import Operation | 5,500/- | 21-22 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| 3. | Freight and Forwarding Procedures | 5,500/- | 28-29 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| Sl. | Workshops | Fees | Duration |
| 1. | Supervisory Skills Development | 5,500/- | 14-15 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| 2. | Effective Office Management and Filing System | 5,500/- | 21-22 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| 3. | Shipping Procedures for Export, Import & Customs Formalities | 5,500/- | 28-29 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |

Benefits: The Training and Workshop helps to develop knowledge, skill and positive attitude of forward-looking entrepreneurs, business managers and executives. Above courses & workshops would help participants to apply advanced tools and techniques for intelligent decision-making, use modern strategic business management methods, cut costs, ensure customer satisfaction, etc. so as to become competitive in global market and reach organizational goals.

Brief on the Training Courses

1. Branding & Marketing (Sales) for Business Success; 14-15 June, 2019

Contents: Power of brand, Corporate brand marketing, Corporate image, Corporate communications, Marketing communications & branding, Product VS brand, Integrated communications etc; Reputation management: definition and functions, Reputation management through corporate communication, Elements of corporate communication, Corporate communication tools and platforms, Treating the corporate as a brand, Measuring reputation and reputation ratings; Corporate brand vs. product brand & corporate brand and visual identity; An introduction to marketing; Market mix and environmental Factors; Understanding consumers; Market segmentation; Market research and positioning; Product development & pricing strategy; Tools and techniques of modern salesmanship; How to be a good salesman, Role play, Advertising & sales promotion; Sales management and distribution management; Test of learning through group presentation.

Who Can Attend: New Entrepreneurs; Business Managers; Brand Managers; Marketing Executives; Sales Persons, New Entrants in Business and any other interested persons.

2. Understanding L/C Procedures for Export & Import Operation; 21-22 June, 2019

Contents: Letter of Credit Operation & Settlement Mechanism; Different types of L/Cs and Obligations of Different parties involved in L/C; Advising & Confirming Export L/Cs, Back to Back L/C & Exercise on Back-to Back L/C; Transport documentation; Bill of Exchange, UCPDC-600; Invoice & Other Documents; International Trade Policy and Procedures, Inco-terms; Scrutiny Lodgment, Retirement of Import Bills; Pre-shipment & Post-shipment Export Financing under L/C; Negotiation of Export documents; Test of learning through group presentation.

Who Can Attend: Exporters/Importers/Indenters/Suppliers/Manufacturers and Bank officers, preferably having one year's experience in International Trade/ Foreign Exchange Division of Commercial Banks and others interested.

3. Freight and Forwarding Procedures; 28-29 June, 2019

Contents: A to Z clearing activities and formalities of consignment in the case of import, Import Business Model and Procedure, Available Shipping lines & freight forwarders selection and management, C&F agent selection and management, Insurance Company Selection and management, Selection of right insurance clauses-ICC "A", ICC "B", ICC "C" and all risk coverage, Types of Importable items and Its Packing, Bargaining freight (FOB Import), Checking and selection the right H.S. Code, Appropriate Inco term (2010 Version) usages for Import transportation, Checking restriction of items as per Import Policy of GOB, Landed cost calculation, Necessary Import documents, Import documents negotiation, Tariff classification, rate of duties and taxes, PSI & post shipment inspection, Manage Customs Authority, A to Z forwarding activities and formalities of consignment in the case of Export, Export Business Model and Procedure for Private Companies, Available Shipping lines & freight forwarders selection and management, C&F agent selection and management, Insurance Company Selection and management, Selection of right insurance clauses-ICC "A", ICC "B", ICC "C" and all risk coverage, Appropriate Inco term (2010 Version) usages for export transportation, Types of Exportable Items and Its Packing, Bargaining the Freight, Checking and selection the right H.S. Code, Selection of Perfect HS. Code, Preparing the Export documents, Checking Restriction of items as per Export Policy of GOB, Export cost calculation, Manage Customs Authority, PSI & Post shipment inspection, B/E(Bill of Export) and Critical problem analysis in forwarding process; Test of learning through group presentation.

Who Can Attend: The business owners or individuals are interested to start C&F Business, export-import business, business graduates & engineering students, professional engaged in C&F activities, export, import, procurement, logistics, supply chain, distribution, shipping, freight forwarding, indenting, agency business, customs, courier, training, finance & accounts, international trade and many more learning minded people those are involved in private sector, public sector and nonprofit organizations (NGOs).

Brief of the Workshops

1. Supervisory Skills Development; 14-15 June, 2019

Contents: Introduction & Agenda, Understanding your organization, Attitude towards organization; Ability to Execute, Understanding & alignment with organization goal, Understanding the industry best practices, Management & Leadership; Understanding the role as a supervisor/manager, Understanding the role of a Leader, Understanding Emotional & Social Intelligence, Self awareness, Social awareness, Self Management & Relationship Management, Audio visual, Coaching, Identifying SMART Goals, The Reality Check, Keep the Options Open, The Will to commit, Management Style, Command, Counsel, Confront, Collaborate, Situational Management, The Visionary Style, Motivation by aligning to shared goals, Understanding Empathy, Self confidence, Change Catalyst & Inspirational leadership, Individual Development Plan, Daily Planning, Weekly Planning, Creating an action/activity plan chart, Next Steps, Competence Development Cycle; Test of learning through group presentation.

Who Can Attend: Potential Supervisors, Supervisors, Assistant Managers & Managers, Entrepreneurs & Would-be Entrepreneurs and all individuals aspiring to be leader.

2. Effective Office Management and Filing System; 21-22 June, 2019

Contents: The Manager and Administrator- Differences, Roles, Skills and characteristics: Evaluation of theories of Management, The Office Administrator & Personal Assistant's role; Organizational structure and culture; Defining Job, Tasks, Role, etc; Identifying and solving problems: Purpose, Functions and Types of Office, Basics of Office Management: Effective Space Utilization; Conflict, Motivation, Coaching; Appraisal, Understanding and Managing Stress at work; Secretarial Skills: Organizing Meetings, Various Types of Meetings, Supporting Meetings, Scheduling, Logistics; Taking Notes, Writing Letters, Memos and Minutes - Theory and practice in writing : Managing the Paper Load, Getting the best from e-mail and Office Technology; Test of learning through group presentation; Test of learning through group presentation.

Who Can Attend: Potential entrepreneurs, Office administrators, Supervisors of administrative staff, Executive secretaries, Personal assistants, other persons having special interest in office management and interpersonal and professional skills.

3. Shipping Procedures for Export, Import & Customs Formalities; 28-29 June, 2019

Contents: How to become an Exporter and Importer; Import & Export Policy 2015-2019; Export Procedures, Shipping Procedures for Import & Export (Containerized, Break & Bulk); Banking Procedures for Import & Export. Export Cost calculation; International Trade & Inco-Terms, Export Formalities & Shipping Documentation. The Bills of Lading Act 1855. Import Procedures; Banking Procedures for Import; Custom Procedures for Import & Export, Air Freight Procedures for Import & Export, Sea Freight Procedures for Import & Export, Land Freight Procedures for Import & Export; Air Freight Unit, Bill of Entry, Valuation and Assessment, Calculation of Duties and Taxes and Pre-shipment Inspection (PSI). Landed Cost calculation, Manage Customs Authority, A to Z customs formalities and clearing consignment in the case of import, Test of Learning through Group Presentation.

Who Can Attend: Entrepreneurs, Chief Executive Officers (CEOs) related to International Trade, Exporters / Importers, Executives/ Managers of Import / Export/ Shipping Firms, New Entrants in such Business, job seekers and other persons interested in import and export business.

Facilitators for all Courses & Workshops: Highly qualified, professionally trained, reputed and experienced resource persons in the related areas, having adequate theoretical and practical knowledge from home and abroad, with current information on the subjects, are invited to conduct the training courses/workshops.

Registration Procedure: The intending participants may collect Registration Form from DCCI Business Institute (DBI) or download copy from www.dcci-dbi.edu.bd. Participants belonging to the target group will be registered on payment of requisite fees by Pay Order (PO)/Demand Draft (DD) or in Cash in favour of Dhaka Chamber of Commerce & Industry or pay with cost of payment through bKash, Wallet number 01766018659 (Payment process: dial *247# and select option 3.Payment). This includes cost of lunch, tea, snacks, course materials & certificate and Excludes VAT & Tax.

Discount : 10% for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her undergraduation & post graduation); (iv) Three (3) or more participants from one organization for same course; (v) Early bird package (payment 5 days before registration deadline); and 15% corporate discount for 10 (ten) or more participants from the same organization to one programme.

Registration Deadline: Two working days prior to the starting date. Seats are Limited.

Certificates: Certificates are awarded with signature of the President, DCCI and the Executive Director, DBI.

It would be a great pleasure for us if you could kindly nominate participants from your esteemed organization for the selected course. For registration, please contact: DBI at Mobile: 01766018659/ 01718972656/ 01913745062.

With best regards



Md. Joydal Abidin
Executive Director

N.B. DBI also organizes tailor-made Training Courses/Workshops and offer training venue with logistic support for any business related Training/Workshop.



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Chamber in Bangladesh

For Registration, Please Contact: DBI, Dhaka Chamber Building (11th fl.), 65-66 Motijheel C/A, Dhaka-1000. **Tel:** 9552562 (Hunting) Ext. 281/137, **Mobile:** 01718-972656/01913-745062 **Fax:** 9560830, **E-mail:** dbi@dhakachamber.com **Website:** www.dcci-dbi.edu.bd, [facebook.com/dcci.dbi](https://www.facebook.com/dcci.dbi)
DCCI Gulshan Centre, Taj Casilina, Flat # 3C, Plot # SW (I)4, 25 Gulshan Avenue, Gulshan-1, Dhaka-1212, Phone: 9852245-6