

Understanding International Credit—One-Day Workshop



**October 20, 2016, 9am—4pm, CMA Headquarters, Glendale CA
111 N. Maryland Avenue, Suite 300, Glendale, CA 91206**

International trade is not for the faint-hearted! The landscape is constantly shifting, the rules are frequently changing, and the risk is mounting. Yet, the benefits outweigh the costs. And with risks come greater rewards.

ERS Consulting Services and CMA present a workshop highlighting the key ingredients to achieving success in international commerce. The workshop will introduce the tools and resources needed for success in the global business marketplace as well as best practices and how-to sessions, in a pragmatic and consultative approach.

This session will cover:

- The role of Government & Agencies Involved in International Trade
- The role of Credit Insurance
- The ability to discover the pattern needed to succeed in international trade and identify the four Questions required for compliance as set by the

Department of Commerce.

- How to build understanding for one's own and for other cultures, the dimensions of culture, verbal and non-verbal communication, and much more.
- Understanding the Currency of International Trade
- The fundamentals of international credit, covering the Credit Manager Country Scorecard (CMCS I) & the Credit Manager Customer Scorecard (CMCS II), the significance of credit due diligence, the Continuum of Risk, PEST analysis, the AW Matrix, and the Cs of Credit, and much, much more.
- The fundamentals of international collections, covering the AW Matrix with a collection focus, the Cs of Credit, the 'K' and 'R' factors of International Collection and the Payment Pyramid
- ...And much, much more.

Sign up for these and other events at <http://www.anscers.com/upcomingevents.aspx> or contact CMA Member Relations, at 800-541-2622.



About the Speaker:

Eddy A. Sumar, MBA, CCE, CICE, and CEW, is the Founder of ER\$ Consulting Services in Rancho Cucamonga, Calif. He is an International Trade Financing Consultant and an author of several books. Mr. Sumar has a Bachelor degree in Business Administration (B.B.A.) from Bethlehem University, Bethlehem, West Bank where he enjoyed a Fulbright scholarship and graduated as Valedictorian. He also obtained his MBA with distinction from Leicester University, Leicester, UK. Mr. Sumar has 30+ years of experience in the credit and collection field.

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Register at www.anscers.com/eventregistration.aspx or email your registration form to lwong@emailcma.org

ATTENDEE INFORMATION

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|------------------|---------------|--------|
| First Name: | Last Name: | Title: |
| Phone: | Fax: | Email: |
| Company: | CMA Member #: | |
| Mailing Address: | | |
| City: | State: | Zip: |

Other Attendees Names:

PAYMENT METHOD

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| <input type="radio"/> My company is a CMA Member, please bill us on our next statement | <input type="radio"/> Check is enclosed made payable to CMA |
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| Name of Cardholder: | Security Code (for AMEX 4 digits on front of card, for VISA and MC last 3 digits on back): |
| Signature: | Exp. Date: |



FINE PRINT Cancellations must be received 48 hours prior to the event to receive a full refund. Substitutions are allowed.

Any questions about these courses?
Please contact CMA Offices at 800-541-2622