

The logo is contained within a large blue circle that is split diagonally from the top-left to the bottom-right. The top-left half is a lighter shade of blue, and the bottom-right half is a darker shade. The background of the slide features a dark grey horizontal band across the middle, with teal and blue diagonal stripes above and below it.

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE

**ACADEMY**

**CAPACITY BUILDING  
STRENGTHEN IN ASIA**

# FIVE PILLARS OF RBI'S DEVELOPMENTAL MEASURES

- Reserve Bank of India's policies would have noticed that over the past few quarters our developmental measures have been focused on five key areas. These are:
  - Strengthening the **monetary policy framework**
  - Strengthening **banking structure** through new entrants, branch expansion, encouraging new varieties of banks and moving foreign banks into better regulated organisational forms
  - Broadening and deepening financial markets and increasing their liquidity and resilience so that they can **help allocate and absorb the risks entailed in financing India's growth**
  - Expanding access to **finance to small and medium enterprises**, the unorganised sector, the poor and underserved areas of the country through technology, new business practices, and new organisational structures
  - Improving the system's ability to deal with corporate distress and financial institution distress by strengthening real and **financial restructuring as well as debt recovery**

# POSITIVES FOR THE BANKING SECTOR

Several positives that hold out for the Indian banking sector.

- The performance of the Indian banks pretty much mirrors the performance of the Indian economy. The piling up of distressed assets and consequent drop in profitability is, thus, largely a fallout of poor macroeconomic environment- both domestic and global. Going forward, a sharp uptick in **“investment”** led as also “consumption” led demand is expected in the economy. The banking sector, the corporates and the administration have to **cater to the diverse needs** of two broader constituencies in the country i.e. ‘India’ and ‘Bharat’. Towards this end, they might have to **adopt different strategies**. However, there is no denying the fact that a whole host of opportunities are likely to emerge for the Indian banks in future.

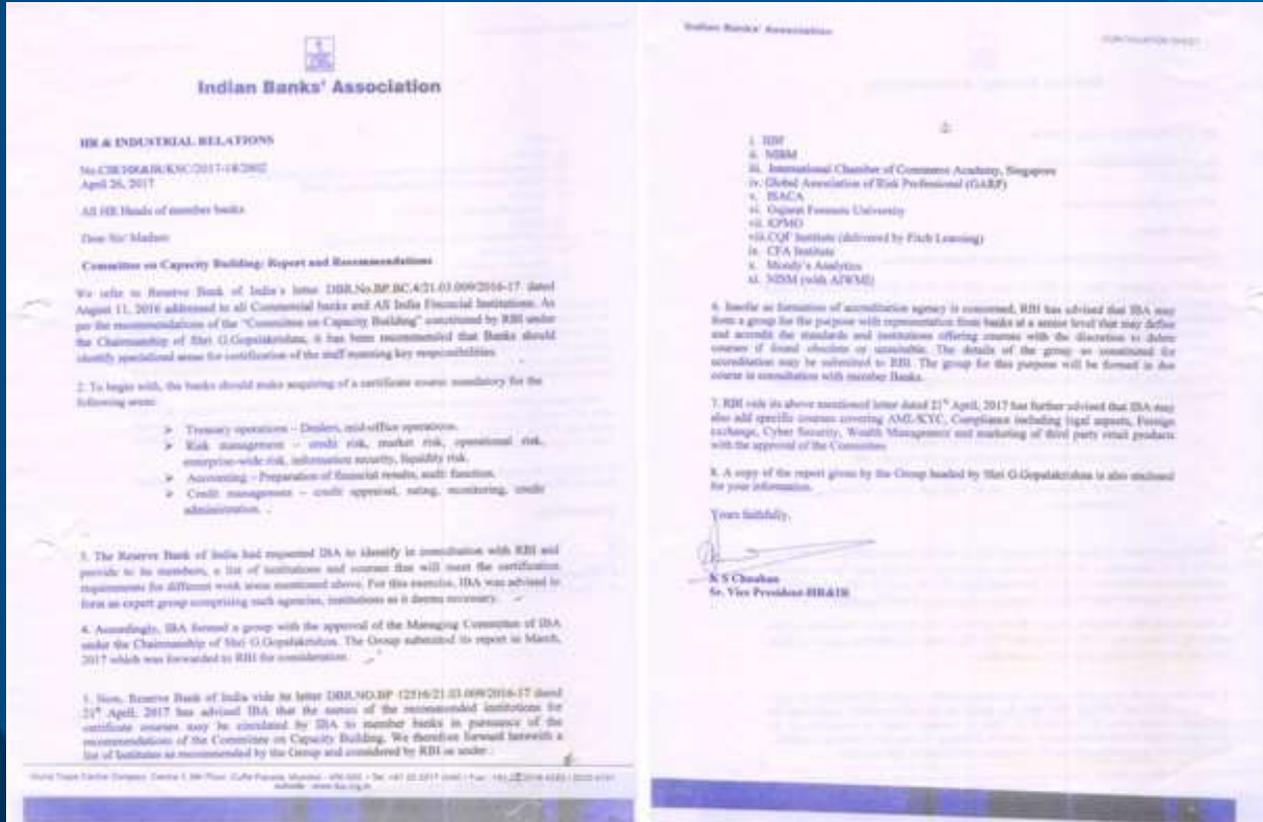
## WHY CAPACITY BUILDING?

- *Building strong resilient organizations with diverse knowledge.*
- *Developing efficient staffing, systems and leadership to sustain successful programs.*
- *Strengthening the infrastructure of knowledge and upscaling of employees*
- *To keep above current trends of the challenging financial sector*
- *To be a global leader understanding the financial landscape*

# ICC ACADEMY IS NOW A RECOMMENDED INSTITUTION BY RBI FOR 'CAPACITY BUILDING' WITHIN BANKS IN INDIA

- **Reserve Bank India's (RBI) letter to Indian Banks' Association (IBA) on Capacity Building**
- ICC academy is delighted to announce that its certifications and courses have been **recommended by Reserve Bank of India (RBI) in association with Indian Banks's Association (IBA)** for 'Capacity Building' within banks in India.
- A recent ICC Rethinking Trade and Finance survey signaled a global shortage in the provision of trade finance and as per Asian Development Bank, **over 70% of firms are still unfamiliar with digital finance.** With such results, it's high time for banks to think why businesses must evolve from a **"Learning by Doing"** approach.
- Going by the global trend, banks have been advised to focus on capacity building and ICC Academy courses and certifications have been recommended to **meet organizational objectives and business strategies.**

# INDIAN BANKS' ASSOCIATION LETTER



# ABOUT THE ICC ACADEMY

- The education and certification arm of the International Chamber of Commerce
- Established in March 2015 to provide training for the business community worldwide
- An interactive digital platform providing ICC accredited certifications, online courses and video web series
- 'Thought Leadership' mission strengthened by organising events and webinars on industry-leading topics

## AREAS OF FOCUS



E-learning

Events



Accredited  
Training

Webinars



# MILESTONES

 ICC Academy's Community spans over 90 countries.

 More than **1600 candidates** currently enrolled in our market leading certification programmes

 **30 specialised e-learning courses** available with 21,000 units deployed today.

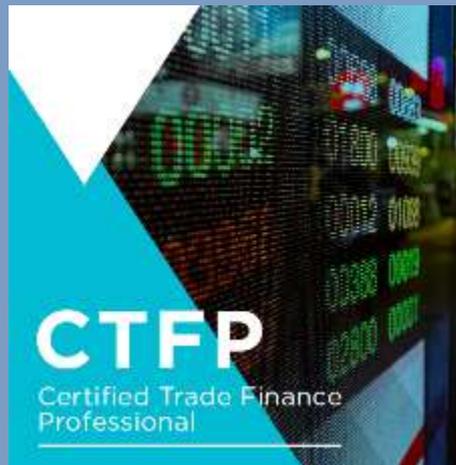
 More than **15 tailored** videoseries on **in-demand topics** in 2017 in progress

 Since 2016, organised 4 **thought leadership events** on Trade Finance; 3 in Singapore and 1 in London

 Accredited more than **25 partner training programmes** from US to Germany to India to SEA



# OUR CERTIFICATION PROGRAMMES



- **25 e-courses** - covering broad aspects of Trade Finance, targeting job roles such as relationship managers, transactional bankers, legal/risk professionals, credit analysts etc.
- **5 e-courses** focusing on Import/Export and international trade suitable for businesses engaging in cross border transactions
- Each e-course comes with *case studies*, *quizzes* and *reference materials*

# OUR TRAINING FOR FRONT OFFICE TRADE FINANCE PROFESSIONALS



**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.

## **This certification is for**

- Front and middle office managers & product specialists
- Professionals with relationship management, credit, legal or compliance functions

## **Certification programme includes**

### Six core e-courses:

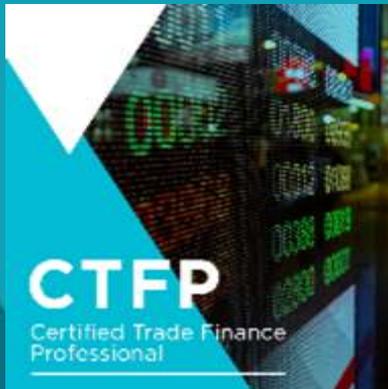
- Introduction to Trade Finance
- Introduction to Documentary Credits
- Introduction to Collections
- Introduction to Guarantees
- Introduction to Receivables
- Introduction to Distributor Finance

### Choice of three 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



# OUR ADVANCED-LEVEL TRAINING FOR TRADE FINANCE PROFESSIONALS



**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.

**This certification is for**

- Senior product specialists, new managers
- Senior managers in relationship management, credit, legal or compliance functions

**Certification programme includes**

Five core e-courses:

- Advanced Documentary Credits
- Advanced Guarantees
- Advanced Supply Chain Finance
- Advanced Working Capital for Trade
- Export Finance

Choice of four electives:

- Advanced Commodity Finance
- Advanced Standby Letters of Credit
- Digital Trade Finance and Fintechs
- Managing Trade Operations
- Managing Trade Sales
- Managing Trade Products (Available Dec 2017)

# PRACTICAL GUIDE FOR INTERNATIONAL TRADE PROFESSIONALS



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.

## This certification is for

- 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.

## Certification programme includes

### Five e-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

# ETHICAL MARKETING & ADVERTISING (RELEASE DATE: MID NOV 2017)



**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.

## This e-course is for

- Correct Brand building – Business creating a marketing presence with the correct message on what it and its' services presents.
- Business who want to build strong consumer trust and confidence by being well-versed in ethical marketing & advertising. Understand the 'Dos' and 'Donts'

## E-course includes

### Course Structure:

- Lesson 1 – What is the ICC Code?
- Lesson 2 – Importance of Ethical Advertising
- Lesson 3 – Ethical Principles relating to Customers
- Lesson 4 – Ethical Principles relating to Digital Marketing
- Lesson 5 – Ethical Principles relating to Society
- Lesson 6 – Ethical Principles relating to Competitors
- Lesson 7 – Conclusion

# WHY SHOULD YOU CONSIDER THE ICC ACADEMY EDUCATION?



## Industry leading ICC Certifications

Internationally recognised. Market-leading certifications.

Measurable ROI with industry benchmark on knowledge acquired on training. Create a benchmark of efficiency.



## Created with Leading Specialists

Relevant curriculum developed with renowned specialists and policy commissions.



## Dynamic digital platform

Organizations can train staff dispersed globally in a cost effective way and build a common language.

Benefit from networking opportunities within the platform by participating in an on-line community.



## 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.



## Multi-level modular training

Learners can dedicate several smaller blocks of time according to their needs, maximizing learning efficiency.

Manage your own learning schedule and pace.



## High Quality

Consistency in High Quality, scope and delivery in each program.

Available easily with interactivity and a standardised process in place.



## Study from anywhere and anytime

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



## Trackable learning and progress monitoring

ICC Academy provides regular and customisable progress reports, enabling clients to track individual progress and knowledge gaps.

# OUR EXAMINATIONS



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



Available 24/7 in any time zone. Schedule at your convenience and readiness



Launch directly from the ICC Academy platform. Easy and simple procedure



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

# WHAT OUR CLIENTS SAY ABOUT US?

**John Ahearn**  
**Global Head of Trade,  
Treasury & Trade  
Solutions**  
**Citi**



*"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."*



**Daniel Schmand**  
**Global Head of Trade  
Finance**  
**Deutsche Bank**



*"We are pleased to see the arrival of the CTFP, a cutting-edge training program especially designed for experience trade finance practitioners to build the skills needed to sell, deliver and process global trade finance solutions."*



**Steven Beck**  
**Trade Finance Head**  
**ADB**



*"ADB is glad to have partnered with ICC Academy in providing online global trade and supply chain finance 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."*



# OUR COLLABORATIONS TO BUILD CAPACITY

**ADB**

This collaboration ensures ADB Trade Finance partner banks leverage on the academy's Global trade Certification (GTC) & Certified Trade Finance Professional (CTFP) to build capabilities.

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE  
**ACADEMY**

**The London Institute  
of Banking & Finance**

London IBF – ICC Academy courses and certificates enable CDCS/CDSG holders to earn PDUs/CPDs for their recertification requirements.

**IBF**

Singapore Institute for Banking and Finance (IBF) accredit ICC Academy 3 certificates and courses, qualifying the programmes for it's financial schemes.

**wsg**  
Workforce  
Singapore

Workforce Singapore (WST) recognizes the Global Trade Certification and Export/Import Certification program as part of its capacity building programmes.

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE  
**ACADEMY**

# AND WE ARE BUILDING MORE !.....



## Indian Banks' Association

Our programmes - recognised by Reserve Bank of India and the Indian Banks Association (IBA) in relation with it's capacity building initiatives for Bank and Non Bank's training Intervention.



SINGAPORE  
MANAGEMENT  
UNIVERSITY

Partnering with Singapore Management University to deliver its Certifications to PMET for international trade.

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE  
**ACADEMY**



International  
Enterprise  
Singapore

ICC Academy work with 7 Singapore Polytechnics to strengthen their learning curriculum on International Trade.



Collaborating with CCPIT, China Council for Promotion of International Trade, to promote Export/Import Certification to it's 100 Universities and 800 Polytechnics.

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE  
**ACADEMY**

# OUR VIDEO SERIES

As part of lifelong learning, we produce video series to help our candidates stay relevant and current to new trends and subjects interest. Below listed are the three webinar bundles:

## Trade Finance Basics

1. Education in Trade Finance
2. Introduction to Documentary Credits
3. Introduction to Bank Guarantees.
4. Introduction to Collections
5. Introduction to Bank Guarantees and SBLCs
6. Introduction to Transferable and B2B LCs

## Global Trade and Trade Finance

1. ICC Model Sales Contracts
2. Supply Chain Management
3. Trade Finance Compliance
4. SCF Terminology
5. Trade Finance Operations
6. Synthetic Securitization

## Market Perspectives

1. Corporate Perspective: "SCF and TF"
2. Trade Perspective: "The New Normal"
3. ADB Perspective: "Trade Finance Gaps"
4. Bank Perspective: "Road to Basel IV"
5. Bank Perspective: "Demystifying Blockchain"
6. Corporate Perspective: "Digitization of Trade"



# ACADEMY EVENTS: CALENDAR 2016-2018

## 4<sup>th</sup> Supply Chain Finance Summit

- 9 & 10 March 2016
- Singapore
- 170+ guests

## Regulation & Compliance in Trade Finance

- 26 October 2016
- Singapore
- 280+ guests

## 5<sup>th</sup> Supply Chain Finance Summit

- 2 & 3 March 2017
- Singapore
- 200+ guests

## 6<sup>th</sup> Supply Chain Finance Summit

- 3 & 4 May 2017
- London
- 200+ guests

## 7<sup>th</sup> Supply Chain Finance Summit

- 8 & 9 May 2018
- Dubai
- 250+ guests (expected)



DEMO

# CTFP

Certified Trade Finance Professional



ICC  
ACADEMY

## GET STARTED

Contact us via email or our website to access our e-course demos

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

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

[icc.academy](http://icc.academy)

To learn more about the ICC Academy, please contact:

**Sashirekka Rountan**  
Sales Director  
ICC Academy

E [sashi.rountan@icc.academy](mailto:sashi.rountan@icc.academy)  
T +65 6805 9459  
M +65 9636 0730

Follow us on

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE  
**ACADEMY**

