



The European Vocational Training for External Economy

'EMfEI' European Manager for Foreign Trade - Export / Import

Transparency and Consistency for the
European Economic and Labour Market



Education and Culture DG

Lifelong Learning Programme



BILDUNGSSTÄTTE
BAD ZWISCHENAHN/
OLDENBURG

GERMANY

EMfEI
PROJECT
COORDINATION
OFFICE

www.emfei.eu

Foreword

Economic area, monetary union, common European labor market - the visions of a Europe without borders will increasingly become reality.

Europe is growing together and prepares for being sustainable in order to continue to survive in global competition.

This includes - and this was explicitly formulated in the so-called Lisbon Programme of the European Union - stronger, lasting economic growth and creation of more and better jobs. Equality and sustainability are two key concepts in this process - both for companies and for the employees.

Many obstacles, problems, and sometimes stumbling blocks need to be eliminated along the way and small and also larger steps are necessary to achieve the Lisbon goals.

For workers as well as companies equal opportunities means first of all equal access and opportunities for action on and in the European internal market. And these are still highly disproportionate.

They depend very much on the vocational education and training opportunities and therefore on the qualification level of the employees.

In the field of foreign trade as the central field of action for the European internal market (and this is also valid for the world market) in most EU countries there are a

variety of ways to qualify professionally for foreign trade. As varying as the existing offer, as different are the possible certificates, names and levels that can be achieved. To create transparency and comparability, is already a big problem at national level, in the European context it is completely impossible.

Two consequences resulting out of this are significant in this context:

- Companies are hardly able to assess the real professional qualification that is hiding behind the different vocational training certificates, verified and reliable personnel decisions are made very complicate and competitiveness is hindered.
- Employees are strongly restricted in their occupational mobility - within a country many degrees are only known regionally, across national borders the achieved training certificate is usually worthless. Access to the European labor market stays with high obstacles.

In an EU-funded Leonardo da Vinci Transfer of Innovation project, universities and adult education institutions from five European countries have joined in a development collaboration and have developed uniform training standards that should qualify for successful work in Europe in the field of foreign trade. The result is the 'European Manager for Foreign Trade -Export/Import (EMfEI)'.

Foreword

Guided by the need for transparency and comparability on the one hand and the demand for a vocational qualification at a high level and nevertheless with open access on the other hand, a modular training has been developed which provides the participants with a high degree of technical competence and excellent occupational perspectives, and which means for the company employees who are able to implement the company targets on the European and world markets.

Everyone involved in this EMfEI – project was aware of the fact that a uniform standard cannot and must not mean to negate and exclude national specifics.

EMfEI has defined the standards, transferred them into curricula and created a uniform pan-European certificate. At the same time room was left for country-specific requirements.

At this point thanks are due to all project partners for their intensive cooperation as well as to the helpful and constructive suggestions that we received from education experts, the participants of the test courses and the colleagues involved.

On the following pages we will present you the 'European Manager for Foreign Trade - Export / Import (EMfEI)'

If you want to have more information or if you have questions, please contact us. You can find the address on the back of this brochure.

Curriculum Overview

What is taught and learned in the EMfEI qualification and to which extent, you can see from the chart below.

We have presented the three modules and the respective subjects with the most important content of the lessons within these subjects.

	Lessons	Module I	Lessons	Module II	Lessons	Module III
1. Communication	18	Business Correspondence 1 Telephone Training 1	45	Business Correspondence 2 Telefon Training 2 Rhetoric / Elocution	56	Intercultural/ Cross Cultural Communication Presentation Techniques
2. English	54		90		80	
3. IT	40	Additional course*	27	ECDL	0	
4. Business Studies	48	Office Organisation Enterprise Resource Planning Selling and Giving Advice Marketing and Sales Promotion	72	Marketing/Advertising	40	Project Management
5. Economics	32	Globalisation Monetary and Currency Policy Organisations in World Trade	0		0	
6. Import/Export	68	Import / Export Basics Incoterms Processing Shipping and Customs Documents	126	Internat. Organisations for Foreign Trade Statistical investigations (INTRASTAT) Cooperating with Sales Agents Organising/Supervising Merchandise Traffic Cost Accounting in Foreign Trade	184	International Sales Contract Law Hedging Foreign Trade Risks Terms and Handling of Payment in Foreign Trade Import/Export Financing, Handling Foreign Exchange International Marketing and Controlling
7. Economic Geography	12	Location factors in global economics	0		0	
	240	all listed subjects without IT orientation period	360		360	

Profile and Job Description

Vocational Training 'European Manager for Foreign Trade - Export / Import (EMfEI)'

Introduction

EMfEI is a vocational training program for those who wish to qualify for a commercial activity, particularly for activities in foreign trade (import and export). In addition, the training also offers technicians and engineers the opportunity to expand their vocational possibilities by means of a supplementary qualification in foreign trade. EMfEI is, with regard to design and curriculum, structured in a way that allows to achieve different qualifications. Therefore, depending on previous knowledge, the entry will be determined individually, but also the training's objective is adjusted to each participant.

The modular concept at a glance

Three modules are offered within the training. They build on each other curricularly and close each with an exam that reflects the achieved level of qualification. To ensure maximum transparency and comparability with other European vocational degrees, those exams are based on the levels of the European Qualification Framework EQF.

- the module I with 240 lessons teaches the necessary knowledge and skills to perform simple tasks in the office and sales / purchase department with focus on foreign economy

- = assistance in export and import (EQF 3);
- the module II with 360 lessons qualifies for clerical tasks in sales and purchases with a focus on export and import = clerical in export and import (EQF 4);
- The module III, also with 360 lessons, prepares participants for senior management activities / for work in the organization of companies with export and import directions = European Manager for Export and Import (EQF 5).

The job profiles

Module I

For participants without commercial previous knowledge, the module I (base) serves as entry-level qualification. In addition to the basic business studies and economics, the basics of written and verbal business communication as well as English and IT will be taught. The curricular focus in this module lies on the cognitive and practical knowledge acquisition of knowledge in the areas of customs, transportation and traffic. The successful completion of the module qualifies participants for simple tasks in the office, sales and purchase with the main emphasis on export / import. This means assistance work in the range of reception, switchboard, routine handling from receiving to shipping and easy

Profile and Job Description

Vocational Training 'European Manager for Foreign Trade - Export / Import (EMfEI)'

secretarial work. The company can be both aligned nationally and internationally in its activities.

Module II

Admission requirement for the module II is either the successful completion of Module I, or a commercial education or work experience in the training area, as evidenced through the entry level test.

In addition to the absorption of the already acquired knowledge and skills in module I, now the subject-specific focus lies in the areas of import / export, marketing and advertising, communication and rhetoric, as well as costing and financing in foreign trade.

With a passmark in the module's final examination, the participants document their skills for responsible work in areas and tasks defined in export and import. These include, among other things, the organization of customs and transport handling, processing of price and financing issues in the care of overseas clients as well as assisting in the development of new markets abroad

Thanks to these qualifications many job opportunities present themselves. The spectrum ranges from clerical

country-specific jobs to subject-related problem solving in the export and import, including also national sales and purchasing activities.

Module III

Participation requirement shall be the successful completion of module II or corresponding previous knowledge and skills, as evidenced by the entry level test.

In module III, the participants are specifically trained for the acquisition of sophisticated work in management and organization in foreign trade. Contents of this module are among other things the transmission of knowledge and skills in project management, intercultural communication, communication and presentation techniques, law and international marketing.

With this comprehensive knowledge specialized on factual and theoretical knowledge in foreign trade, which is associated with high application expertise, a wide spectrum of work for the participants open up:

- subject line or self-responsible country or country group powers in larger companies with orientation in export and import;
- department manager export and import in

Profile and Job Description

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medium-sized enterprises;
- management of smaller import and / or export companies;
- Self-employment in foreign trade.

The module III concludes with the exam, European Manager for Export / Import – EMfEI', for which the Europe-wide approval is aspired.

Certificate

'European Manager for Foreign Trade - Export / Import (EMfEI)'

Below you find a sample of our certificate, which will be awarded after the successful completion of the final examination of the 'European Manager for Foreign Trade Export / Import (EMfEI)'.

Attached to the certificate is the description of the achieved competencies by which we meet the current European standard on the one hand and the other hand create clarity regarding the required capabilities.

Z E R T I F I K A T
C E R T I F I C A T E

Name des Teilnehmers/Name of Participant
geboren am / born on 00.00.0000

hat an (Name der Institution, Land) die berufliche Weiterbildung
attended the vocational training program of the (Name of Institute, Country)



European Manager
for Foreign Trade
- Export / Import
(EMfEI)

besucht und die Abschlussprüfung bestanden mit der Gesamtnote
and passed the final examination with an overall result of

„ Gut / Good“

Ort, Datum/ Place, Date



HDA IAW IAW IL3 IIE

Certificate

'European Manager for Foreign Trade - Export / Import (EMfEI)'

Frau/Herr Name des Teilnehmers hat vom 00.00.0000 bis 00.00.0000 folgende Qualifizierungsmodule besucht
(Mr/Mrs Name of Participant attended from 00.00.0000 to 00.00.0000 the following qualification module/s):

Modul I / Module I – Assistenz (Assistance) in Foreign Trade (EQF3)

Kommunikation – Handelskorrespondenz / Telefontraining
(Communications – Business correspondence / telephone training)
Grundlagen Englisch – Wirtschaftsentgisch (Basics English – Business English)
Betriebswirtschaftslehre – Warenwirtschaft, Verkauf, Werbung
(Business economics – inventory, sales, advertising)
Volkswirtschaftslehre / Wirtschaftsgeografie (Economics / economic geography)
Import / Export – Grundlagen, Incoterms, Fracht- und Zolldokumente
Import / Export – basics, Incoterms, freight and customs documents

Modul II / Module II – Sachbearbeitung (Clerical) in Foreign Trade (EQF 4)

Kommunikation – Handelskorrespondenz / Telefontraining
Communication – Business correspondence / telephone training
Englisch – Wirtschaftsentgisch (English – Business English)
Import / Export (Import / Export)
Kalkulation, Finanzierung, Zahlung im Außenhandel (Costing, financing, payment in foreign trade)
EDV (IT)

Modul III / Module III – European Manager for Foreign Trade – Export/Import (EQF 5)

Interkulturelle Kommunikation (Intercultural communication)
Englisch – Wirtschaftsentgisch (English – Business English)
Internationales Kaufvertragsrecht (International contract law)
Export / Import (Vertiefung) / Export / Import (in depth)
Internationales Marketing / Marketingkonzeption (International marketing and marketing concepts)
Kommunikations- und Präsentationstechniken (Communication and presentation skills)
Projektmanagement (Project management)

Aufgrund der Prüfungsergebnisse vom 00.00.0000 wird
(Based on the results of the examination of 00.00.0000

Name des Teilnehmers / Name of Participant

für die erfolgreiche Teilnahme dieses Zertifikat verliehen
is given (this certificate for the successful participation)

Im Rahmen der Qualifizierung wurden folgende zusätzliche Zertifikate erworben:
During the qualification the following additional certificates were achieved:

- ECCL – Europäischer Computerführerschein
- BEC Business English Certificate (Cambridge University)
- ECCL – European Computer Driving Licence
- BEC Business English Certificate (Cambridge University)

EMfEI coordination office

National Institution

On the following pages the competencies achieved with the 'European Manager for Foreign Trade - Export and Import (EMfEI)' are summarized.



Haut, Rhodanie



Veritas, France



Arel, Romania



Barcelona, Spain



ILM, Germany

Confirmation of achieved Competencies

for

'European Manager for Foreign Trade - Export / Import (EMfEI)'

Confirmation of achieved competencies by passing the recognised qualification



According to the examination regulations of the 'European Manager for Foreign Trade - Export/Import (EMfEI)' dated 19.09.2011, Mr/Mrs (Name of Participant) has achieved the following competencies:

1. Co-ordination and administration of company activities oriented towards foreign trade.
2. development and implementation of strategies for strengthening the company's foreign trade positioning.
3. planning, assessing and performing export, import and transit transactions with the instruments of international marketing.
4. organisation and development of effective distribution and procurement structures with the inclusion of co-operations and own branches, domestic and overseas.
5. to assume tasks of human resources development within the area of work.

These overall competencies were tested in the following parts:

In the exam part '**Business Performance and Process Performance in Foreign Trade**', the examinee gave evidence of his ability to develop, administer and monitor the capacity to act and the competence of a company on the markets of distribution and procurement by employing the marketing instruments as well as the principles of project management in a focused and effective manner. The following requirement areas were tested:

1. Advertising and Sales Promotion
2. Marketing in Distribution and Procurement
3. Project Management

Confirmation of achieved Competencies

for

'European Manager for Foreign Trade - Export / Import (EMfEI)'

In the exam part '**European and International Business Relations**', the examinee gave evidence of his ability to realise and interpret central politico-economic questions and measures in their effects on the respective business. In this context, he had to show a deeper understanding of the correlation between the internationalisation of markets and the positioning of a company. Equally, he had to demonstrate the capability to come to strategic location decisions. The following requirement areas were tested:

1. Globalisation Processes and the Company
2. Monetary Policy
3. Organisations in World Trade
4. Site-related Factors in the World Economy

In the exam part '**Processes of Planning, Performance and Monitoring**', the examinee proved his capability to plan the foreign trade orientation of the respective company strategically and conceptually, to choose and evaluate appropriate measures for the performance and to lead and control staff involved in these measures. Apart from this, the capacity to evaluate the advantages and disadvantages of different forms of sales contracts, different methods of information procurement, different components in their effects on the market environment (foreign markets) and security in the handling of legally effective steps in the performance of sales contracts were expected. Equally, the assured estimation of problematic situations in the area of foreign trade and the skill to come to timely and adequate decisions with appropriate persons in such situations were expected. Another requirement was the capability to recognise and to analyse change in political, economic and social contexts in time and to persist here, too, in international competition and to stabilise or develop already existing or new business relations.

The following requirement areas were tested:

1. International Marketing
2. Processing Export and Import Transactions
3. Clearing of Goods

In the exam part '**Communication and Presentation in Foreign Trade**', the examinee proved his ability to demonstrate and represent the foreign trade interests of a company in a manner sure of action and verdict, according to the situation and considering distinctive intercultural features. Within this framework, the following requirement areas were tested:

1. Presentation Techniques and Hosting
2. Written and Verbal Communication
3. Intercultural/Cross-Cultural Communication

Date

Signature(s)

(Seal of competent authority)

The European Board of 'EMfEI'



IHR BILDUNGSPARTNER

Ländliche Erwachsenenbildung in
Niedersachsen e. V.
Bad Zwischenahn, Germany



Human Resources
Development Agency
Ruse, Bulgaria



Université de Versailles Saint Quentin
en Yvelines
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