

# World Trade Professional

IATTO's professional designation for global trade practitioners



**International Association of Trade Training Organisations**

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## IATTO World Trade Professional (WTP)

IATTO offers an international professional designation to individuals involved in international trade who have met certain requirements. This designation, 'World Trade Professional (WTP)', which is trade-marked by IATTO, is awarded by the Association to qualifying individuals.

The WTP provides the holder with a competitive advantage when applying for promotion or a new position. Because the designation is international, the prospects of the holder finding appropriate employment within his/her own or another country are greatly enhanced.

By stating the designation, 'WTP', after his/her name on a business card or in a curriculum vitae, the designation holder informs all with whom he/she transacts, of his/her current professional status/international trade expertise, thus enhancing individual credibility.

IATTO ensures that its professional designation is widely recognised through an ongoing global marketing campaign to create awareness amongst businesses, government entities, international bodies and business people of the 'World Trade Professional (WTP)' designation.

Holders of the 'World Trade Professional' designation enjoy automatic membership of IATTO, with all its benefits. Individuals to whom the World Trade Professional designation has been awarded are all listed on the IATTO website and can be checked by any interested party, including prospective employers and clients.



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## Who qualifies for the WTP designation?

*An individual will qualify for the 'World Trade Professional' designation if he/she:*

- holds an IATTO-certified Diploma in International Trade Management\*
- agrees to abide by the 'World Trade Professional' Code of Conduct
- has a minimum of two years' experience in international trade gained from either business travelling or working abroad, or from relevant service to companies actively engaged in international business
- participates in a Continuing Professional Development (CPD) programme

*\* Note: Students at the Diploma level should be either employed university graduates who are engaged in the export or import activities of a company, or in the provision of a specialised international trade service, e.g. international banking, freight forwarding, product inspection, etc., or they should be export managers, those aspiring to be export managers, or export specialists in the service industry, who do not hold a university degree but have at least five years trade-related experience and are currently employed in a related field.*



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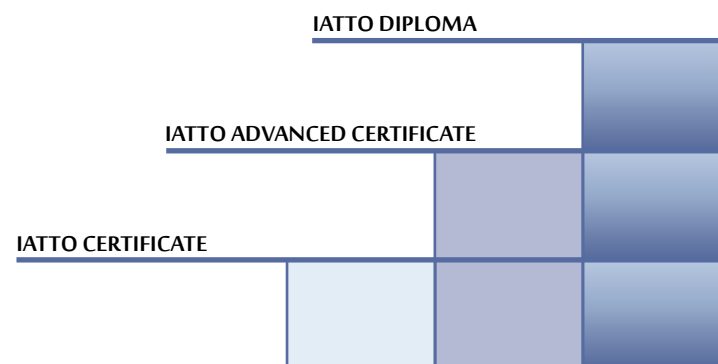
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## IATTO has identified three levels of competency in international trade:

- The foundation **IATTO Certificate** in International Trade Administration level, aimed at export and/or import assistants
- The intermediate **IATTO Advanced Certificate** in International Trade level, aimed at export marketing and/or international purchasing personnel
- The advanced **IATTO Diploma** in International Trade Management level, aimed at those wanting to become effective export/import managers, as well as those wishing to qualify for the IATTO World Trade Professional Designation



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# IATTO's Three Competency Levels

## *The IATTO 'Certificate in International Trade Administration' Level*

In order to qualify for an IATTO-certified Certificate in International Trade Administration, an individual must be able to:

- communicate in a cross-cultural environment, including (where applicable) conversing in other languages
- use modern technology for research purposes, and be able to communicate with colleagues and business partners through social media
- perform the full range of tasks pertaining to the export administration function - from interpreting Incoterms® and responding to sales enquiries, to completing relevant documentation, arranging international carriage and marine/cargo insurance, and dealing with international payments

AND/OR

perform the full range of tasks pertaining to the import administration function - from interpreting Incoterms® and responding to sales enquiries, to completing relevant documentation, arranging international carriage and marine/cargo insurance, and dealing with international payments

- liaise with relevant service providers to the international trade community in his/her own country



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# IATTO's Three Competency Levels

## *The IATTO Advanced Certificate in International Trade*

In order to qualify for the IATTO Advanced Certificate in International Trade, an individual must demonstrate competence in all knowledge and skills areas covered in the IATTO Certificate in International Trade Administration AND be able to:

- conduct research on potential export markets, make market selection decisions and choose optimal buyers  
AND/OR  
conduct research on potential supply markets, make market selection decisions and choose optimal suppliers
- devise effective international marketing strategies, given a company's business orientation, competitive position and human, physical and financial resources  
AND/OR  
devise effective international purchasing strategies, given a company's business orientation, competitive position and human, physical and financial resources
- develop criteria for selecting sales agents and draw up an international agency agreement  
AND/OR  
develop criteria for selecting buying agents and draw up an international agency agreement
- engage in sales negotiations with foreign business contacts and conclude international sales contracts  
AND/OR  
engage in purchasing negotiations with foreign business contacts and conclude international purchasing contracts



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# IATTO's Three Competency Levels

## *The IATTO Diploma in International Trade Management*

In order to qualify for the IATTO Diploma in International Trade Management, an individual must demonstrate competence in all knowledge and skills areas covered in the IATTO Advanced Certificate in International Trade AND be able to:

- manage an export unit efficiently and establish policies in relation to staffing, sales incentives, and preferred service providers  
AND/OR  
manage an import unit efficiently and establish policies in relation to staffing, cost containment incentives, and preferred suppliers and service providers.
- develop and implement an international business plan, including an environmental analysis, marketing strategies, income and expenditure budgets, and performance targets  
AND/OR  
develop and implement an international business plan, including an environmental analysis, purchasing strategies, income and expenditure budgets, and performance targets.
- negotiate high-level international business deals, e.g. a licensing arrangement or the partial acquisition of a foreign-owned entity.
- report on the performance of the export unit to management  
AND/OR  
report on the performance of the import unit to management.
- motivate staff to perform at an optimal level.






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## Benefits to companies of employing individuals who hold the WTP designation

-  Employing individuals with the WTP designation will improve a company's international business performance.
-  The designation provides reassurance that the employee concerned will be ethical, experienced and able to utilise excellent international management skills in enhancing the company's business advantage.
-  World Trade Professionals' access to a global network of trade professionals is also a useful resource to companies that may at some stage require other, specialised services in the international trade field.



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# International Association of Trade Training Organisations

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The International Association of Trade Training Organisations (IATTO) strives to meet the needs of members located across all continents. Since its establishment in 1971, the Association has organised IATTO Forums all over the world.

Membership of IATTO enables individuals and organisations to network and learn from fellow international trade educators and specialists operating in other parts of the world. It also provides access to a global accreditation, certification and professional designation system with unique features aimed at enhancing the marketability of international trade training programmes, trainers and trade practitioners.



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## Contact information

The IATTO Secretariat is hosted by ITRISA (International Trade Institute of Southern Africa).

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