

# Law and Ethics: Practical Requirements for International Trade

## Workshop Overview

When selecting a market entry strategy, an understanding of legal considerations can play a preventative role in avoiding serious issues. The foundational information provided in this workshop will enable practitioners to recognize corporate policy and legal hurdles and take immediate action, including recognizing when qualified legal counsel is required. Unfortunately, in too many cases, organizations only address legal issues when it is too late and legal ramifications have come into play. Beyond market entry, it is also important to establish ethical practices when planning and conducting business abroad. Implementing ethical best practices is required in today's global market when themes of transnationalism and transparency have an expanding impact on business dealings. Regardless of the type of market entry strategy that organizations of any size will implement, there are key ethical issues which must be addressed.

This workshop presents practical and relevant information for organizations to build and operate international trade business in an ethical and socially responsible manner.

## Workshop Structure

Module 3 of the International Market Entry Strategies course.

This is the third of four workshops for the course International Market Entry Strategies. Each workshop explores a facet of launching a new international venture.

This workshop may be presented as a stand-alone learning module within the FITTskills framework.

## Workshop Details

Workshop Fee: USD 500

Workshop Duration: 4 hours

## What's Included

- Workshop eBook
- Video resources
- Guiding notes to facilitate tracking of key concepts
- Case studies offering real-life examples
- Sample exam questions to demonstrate exam format and help you practice for your final assessment
- Access to the multiple-choice online exam
- Essential international trade skills to help you compete in today's integrated global marketplace

## Workshop Learning Outcomes

Upon completion of this workshop, participants will be able to:

- Describe the relevant legal environment related to international market entry and the factors that can restrict or support international trade ventures, including international, national and regional laws and regulations, international treaties, international business governing organizations, and domestic and international legal and court systems.
- Ensure that international entry strategies for exporting, importing or directly investing in a foreign market will meet the domestic and international legal requirements.
- Employ professional legal counsel and regulatory assistance as appropriate to ensure maximum risk identification and mitigation in international markets when involved in negotiating, contracting, and direct foreign investment and other situations involving legal or regulatory compliance.
- Describe elements of binding contracts that outline the rights, obligations and considerations of the parties involved in international transactions and how good contracts can assist with risk mitigation and future business disputes.
- Ensure protection of intellectual property rights in the international market.
- Establish and document a corporate code of ethics related to international trade and identify possible components of a global ethics policy.
- Implement codes of ethics for international trade and develop processes for monitoring compliance and rectifying issues among employees, partners, suppliers and distributors.
- Develop strategies that follow best practices and incorporate ethical principles and decision making in foreign market entry ventures.