



**NASBITE**CGBP<sup>®</sup>

Certified Global Business Professional



The Qualification for Global Commerce



**NASBITE**<sup>®</sup>  
INTERNATIONAL

*Advancing Global Business*

# The Opportunity and Challenge

---

The increasing globalization of business is exciting and filled with opportunity. With decreasing trade barriers and increasing productivity and technology, there are international opportunities previously limited to only the largest and most experienced international organizations.

But these opportunities are also challenging. Individuals working in the profession of global business must be knowledgeable in a wide range of competencies. From understanding how to avoid financial loss in even a simple international transaction to selecting the most appropriate foreign markets—ours is a profession highly varied and detailed. It is also a profession in which individuals are often isolated in only one or two aspects of international trade often with, inadequate knowledge of other equally important areas of global trade. Organizations rely on the expertise of individuals handling their international activities and are seeking proof of competency.

## Proven Global Business Competence

---

The NASBITE Certified Global Business Professional credential (CGBP)<sup>®</sup> provides a benchmark for competency in global commerce. The CGBP<sup>®</sup> designation demonstrates an individual's ability to conduct global business, including global business management, global marketing, supply chain management, and trade finance. For individuals experienced in international trade, the certification confirms that knowledge. For individuals just beginning, it establishes a professional development goal to ensure a full understanding of the profession. For organizations, it assures that employees are able to practice global business at the professional level required in today's competitive environment.

# CGBP Program Details

---

## What trade skills are certified?

The NASBITE CGBP® certifies that a candidate is competent in the four domains:

### Domain 1: Global Business Management

---

Develop and/or assist with the strategic and operational planning, development, implementation, and assessment of the international aspects of the business.

### Domain 2: Global Marketing

---

Manage, implement, coordinate and/or assist with marketing, including planning, sales, research and support functions to assess customer needs; evaluate opportunities and threats on a global scale; and meet corporate needs within environmental constraints and corporate goals.

### Domain 3: Supply Chain Management

---

Evaluate all supply chain options that result in the best overall solutions to support the international business plan while complying with all rules, regulations and security issues from sourcing to final distribution.

### Domain 4: Trade Finance

---

Evaluate financial risks and methods, select and implement most favorable methods of payment to support global activities, and ensure that all related costs are included at the time of quotation. Evaluate quantity and source of finance necessary to implement global activities.

In addition to the aforementioned domains, the NASBITE CGBP® includes the following topics across all four domains:

- Documentation
- Legal and regulatory compliance
- Intercultural awareness
- Technology resources in support of global trade

Within each of these domains and topics, there are core competency and knowledge statements tested through the CGBP® exam. Details are provided on pages 3-4, which help clarify the depth of material tested by the CGBP®. The NASBITE CGBP® does not certify that a candidate is an expert in each of the four domains, rather it certifies that a candidate is proficient in the tasks and knowledge generally associated with a practitioner who has worked in global trade for at least two years.



**NASBITECGBP<sup>®</sup>**

---

Certified Global Business Professional

## Domain 1: Global Business Management

---

- Develop and/or assist in the creation of a global mission statement for the firm.
- Recognize ethical and cultural issues that are inherent in global activities and contribute to an ethical and cross-culturally sensitive business environment.
- Participate in the global business planning and long-term strategic planning processes.
- Contribute to ongoing internal and external research efforts to determine viability of global ventures.
- Develop and/or assist in risk assessment and the development of risk management policies to support proposed global business activities.
- Develop and/or assist in internal and external legal and regulatory compliance efforts to support global activities.
- Develop and/or assist in the development, implementation, and evaluation of the global budget.
- Establish and maintain relationships with appropriate external organizations to support global activities.
- Participate in the effective use of technology to support global performance.

## Domain 2: Global Marketing

---

- Evaluate the internal and external environment to identify potential marketing threats and opportunities.
- Develop and implement a global marketing plan.
- Conduct market research in order to determine the best potential markets.
- After analysis of the market research, select products and markets to be targeted.
- Develop and select a strategy to maximize sales and profitability.
- Develop and implement a marketing budget related to the global activities of the company.
- Coordinate the marketing mix of goods and services to implement the company's marketing plan.
- Provide products and services for the targeted markets.
- Implement, monitor, and adjust the company's global pricing strategies.
- Initiate and manage global promotion strategies in order to support the global marketing plan.
- Analyze and formulate global distribution strategies for products and/or services.
- Establish and manage global sales activities.

## Domain 3: Global Business Management

---

- Optimize supply chain solutions to meet the requirements of the global business plan, including evaluation of all modes of transportation, inventory, time to market, landed costs, and customer requirements of the global business plan.
- Evaluate and select the potential intermediaries [intermodal carriers, 3PLs, forwarders, brokers, etc.] necessary to support the international business plan, including evaluation of outsourcing alternatives and/or partners.
- Complete the documents required for international movement of product and services.
- Coordinate with other departments to calculate the true costs, benefits, and risks of proposed transactions in order to implement risk management policies.
- Facilitate the offshore procurement process.

## Domain 4: Trade Finance

---

- Assess political and economic risks and cultural issues of the target country to establish the financial costs and viability.
- After evaluating foreign currency exchange risk, select, implement, and manage risk mitigation techniques to protect the company against fluctuation of currencies.
- Research and analyze credit history and payment capacity of the potential buyers/partners to assess the commercial risk of the buyer and maintain credit management and control procedures and documentation.
- Establish the most appropriate methods and terms of payment and required documentation to ensure timely payment for the sale of goods and/or services and to facilitate external financing.
- Select appropriate methods, terms and currency of payment to agents, sales representatives, distributors, suppliers and international joint ventures.
- Develop a financial plan to establish whether internal/external international trade financing is required.
- Identify and arrange short-term (up to 180 days) pre- and/or post-shipment finance for the seller to ensure lowest cost financing at acceptable levels of risk.
- Identify and arrange medium- and long-term finance for the overseas buyer (internal/external) to allow buyer extended terms while providing cash payment to seller without recourse.

# FAQs

## **Who is a suitable candidate for the credential?**

The CGBP® is designed to meet the needs of individuals working in the profession or studying for a career related to global commerce. Candidates from both small and large companies will benefit, as will students in two or four year academic programs. The credential is also suitable for individuals working in trade assistance organizations, trade promotion agencies, and related educational institutions.

## **What are the benefits of CGBP® certification?**

Individuals receiving the NASBITE CGBP® designation may use the credential logo and wordmark on resumes and business cards identifying them to employers and the public as individuals proficient in global commerce. The credential also helps individuals diversify their skills in global commerce and assure they understand a broad range of topics rather than just the specific field within international trade in which they have experience.

## **What is required to achieve certification?**

To receive the NASBITE CGBP® designation a candidate must pass the CGBP® exam and have completed either two years of college-level study, or have worked in global commerce for two years. This brochure is designed to highlight the domains and core competencies when considering CGBP® certification, not act as the complete delineation.

## **What is the CGBP Exam and when is it offered?**

The NASBITE CGBP® is a 150 question, multiple choice exam. The questions come entirely from the CGBP® Tasks and Knowledge Statements. The exam is administered during test windows through the year— each about two weeks in duration. Candidates take the exam at an approved testing location based on availability at the time an exam site is reserved. Scores on the CGBP® exam are reported as scaled scores where the highest possible score is 800 and the lowest reported score is a 200. A scaled score of at least 500 is required to pass the examination. Candidates are notified whether they passed the exam within four weeks after the close of a test window.

## **How should a candidate prepare for the exam?**

The topics tested by the CGBP® exam are all traditional subjects in international trade, so candidates should be able to find excellent training through local colleges, universities, trade centers, and other trade training organizations. Candidates are encouraged to contact their local colleges, universities, or trade-related organizations. NASBITE International also maintains a directory of CGBP® accredited training programs, trainers, and learning resources.

# How to maintain your CGBP® credential

---

Once you become a Certified Global Business Professional, you will be required to maintain your credential through continuing education activities. Recertification enhances professional development and sustains the value of the CGBP® credential by encouraging and recognizing learning and offering mechanisms to attain further development.

## Why do I have to be recertified?

---

As with many professional certifications and licensures, continuing education is a key component to keeping abreast of current trends, best practices and updates in your field. The inclusion of a recertification requirement serves to elevate and protect the value of your credential by demonstrating a high level of expertise and current knowledge.

## What is the cost of recertification?

---

The annual processing fee to maintain your CGBP® credential is \$50.

## How many Continuing Education Units (CEUs) are required?

---

CGBPs® are required to obtain 10 CEUs per year in order to remain in good standing. Attendance and/or participation in approved CEU activities will generally be counted at a 1 to 1 ratio. For example, attendance at a two hour export compliance workshop presented by an International Trade Assistance Center will be credited two CEUs.

## When does recertification begin?

---

Credential holders will begin fulfilling recertification requirements one year after the date their credential was awarded.

Example: If I earn my CGBP® on September 12, 2013, my recertification cycle will begin on September 12, 2014 which means I am required to submit my annual recertification payment and complete 10 CEUs prior to September 12, 2015.

## CGBP® Recertification Mechanisms for Achieving CEU's

---

Attendance/participation in:

- an accredited or NASBITE approved program in person or virtually.
- a government sponsored profession-related program in person or virtually.
- a designated course(s) at the NASBITE Annual Conference
- publication of relevant, peer-reviewed materials related to the focus of the CGBP®
- a CGBP® certification program service
- NASBITE International and CGBP® committees or boards



## Certified Trainers & Accredited Programs

---

NASBITE International provides accreditation and certification to programs and individuals interested in documenting the strengths and success of their CGBP® program body of knowledge. Candidates seeking preparatory coursework for the CGBP® exam are directed to NASBITE Certified Trainers and accredited programs. Once approved, programs and trainers have the opportunity to be marketed at our annual conference and on our website.

## Accredited CGBP® Training Programs

---

Organizations can offer an Accredited CGBP® Program through an assessment of qualifications determined by the NASBITE International Accreditation Committee. Once approved, the program accreditation is valid for three years. At the completion of the three year period, an application for re-accreditation may be submitted. The NASBITE CGBP® Program Accreditation sets a standard of excellence for accreditation that helps ensure learning participants receive the highest level of training.

## Certified CGBP® Trainer

---

Individuals may become Certified CGBP® Trainers through an assessment of qualifications determined by the NASBITE International Accreditation Committee. The certification is approved for a three-year period with recertification possible upon re-application. All certified trainers must maintain CGBP® certification and possess at least two years of demonstrated experience in trade education. Attaining the Certified CGBP® Trainer status demonstrates to students and learners in training programs that the trainer has met the NASBITE International standard for excellence in international trade training and education.

## Certified Training Materials

---

NASBITE International endorses texts and training materials that cover best practices in all four domains of the CGBP® exam. There is no cost to have your materials certified by NASBITE International. Once your materials are certified, they will be included in the list of approved study/training materials available to candidates and trainers. For more information about having your materials certified by NASBITE International, please contact: [info@nasbite.org](mailto:info@nasbite.org).

## Pre-Approved Recertification Programs

---

Pre-approval allows your organization to market your programs to the growing number of CGBPs® who are required to obtain annual recertification credits in order to maintain their credential. Pre-approved recertification programs allow CGBPs® to easily obtain required CEUs throughout the year. Pre-approved programs are screened by NASBITE International to ensure the content and delivery meet the standards necessary to provide high level continuing education. The process for programs is easy: simply fill out an online form to submit your program information. Your program will normally be reviewed within 72 hours of submission. Once approved, your program will appear on the NASBITE International website with other pre-approved recertification programs and will include links to your registration site and the number of CEUs available to attendees. This page is the “go to” resource for CGBP® continuing education. You will also be given permission to use the NASBITE International CGBP® Recertification logo on all of your marketing materials.

## CGBP® Exam Prep Boot Camps

---

NASBITE International offers CGBP® Exam Prep Boot Camps at its annual spring conference. Boot Camps are presented by NASBITE Certified Trainers and offer intensive preparation in all the subject areas (domains) of the CGBP® exam. Expert trainers in all four CGBP® domains cover global business management, global marketing, supply chain management, and trade finance. Specific topics include global culture, Incoterms, international documentation, trade compliance, payment methods, credit management, financing exports, foreign exchange, export readiness, mitigating risk, business planning, global budget, leveraging resources, foreign market identification, entry mode, partner selection, and the marketing mix. Please visit our website and check the annual conference agenda and register for more information. In addition to offering programs at the annual conference, NASBITE Certified Trainers will bring this training to you. Please contact: [info@nasbite.org](mailto:info@nasbite.org) for more information.

## CGBP® Train the Trainer Boot Camps

---

NASBITE International offers CGBP® Train the Trainer Boot Camps at its annual spring conference. Boot Camps focus on all of the CGBP® subject areas (domains), and are geared toward individuals seeking to better understand these domains and how to teach its topics. The four CGBP® domains are: global business management, global marketing, supply chain management, and trade finance. Specific topics include: Incoterms, international documentation, trade compliance, payment methods, credit management, financing exports, foreign exchange, export readiness, mitigating risk, business planning, global budget, leveraging resources, foreign market identification, entry mode, partner selection, and the marketing mix. Finally, putting it all together is the key: discussion of the opportunities and challenges associated with CGBP® training programs both for credit, and non-credit as well as a discussion of formats and instructor needs.



**FINISH**

For the complete Practice Delineation and more in depth information visit: [www.nasbite.org](http://www.nasbite.org)



*Monte Ahuja College of Business*

NASBITE International®

Host Institution:

**Cleveland State University**

1860 E. 18th St., BU 327, Cleveland OH, 44115

Phone: 216.802.3381 Fax: 216.687.9331 Email: [info@nasbite.org](mailto:info@nasbite.org)