



*Training Course:
International Logistics and Business Development*

*20 April - 1 May 2025
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: International Logistics and Business Development

Training Course code: SC235697 From: 20 April - 1 May 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 9600 ₺ Euro

Introduction

The International Logistics and Business Development training program, designed by Global Horizon Training Center, equips participants with the knowledge and tools to navigate the complexities of global logistics while driving strategic business growth. This comprehensive course explores global supply chain dynamics, cross-border trade regulations, and innovative strategies for business expansion in international markets. Participants will gain actionable insights into logistics optimization and fostering sustainable business practices in a globalized economy.

Objectives

By the end of this program, participants will:

1. Understand the fundamentals of international logistics, including supply chain management, transportation, and distribution networks.
2. Analyze global trade regulations, customs processes, and compliance requirements.
3. Explore business development strategies tailored to international markets.
4. Develop skills in risk management and contingency planning for international operations.
5. Leverage technology and data analytics to optimize logistics performance and business growth.
6. Foster strategic partnerships and collaborative networks for global business expansion.
7. Implement sustainable practices in logistics and business development.

Course Methodology

- Interactive Lectures: Expert-led sessions with real-world case studies.
- Workshops: Hands-on activities to apply logistics and business development concepts.
- Group Discussions: Collaborative problem-solving and brainstorming sessions.
- Simulations: Real-life scenarios to practice strategic decision-making.
- Assessments: Quizzes, presentations, and project work to reinforce learning.

Organizational Impact

This program will enable organizations to:

- Streamline international logistics operations for cost and time efficiency.
- Achieve compliance with global trade regulations and reduce risks.
- Foster innovative business development strategies to penetrate new markets.
- Build a skilled workforce adept at handling cross-border logistics challenges.
- Enhance organizational agility and resilience in a competitive global environment.

Target Audience

- Logistics and supply chain managers.
- Business development professionals.
- Trade and export officers.
- Entrepreneurs exploring international markets.
- Professionals in manufacturing, retail, and service industries involved in global operations.

Outlines

Day 1: Foundations of International Logistics

- Introduction to global supply chains.
- Key logistics concepts and terminologies.
- Overview of global logistics challenges.

Day 2: Transportation and Distribution Networks

- Modes of international transportation: air, sea, and land.
- Selecting optimal transportation strategies.
- Warehousing and inventory management.

Day 3: International Trade Regulations and Compliance

- Understanding trade agreements and policies.
- Navigating customs processes and documentation.

- Ensuring regulatory compliance.

Day 4: Risk Management in Global Logistics

- Identifying risks in international logistics.
- Developing contingency plans.
- Insurance and liability considerations.

Day 5: Technology and Data Analytics in Logistics

- Role of technology in logistics management.
- Using data analytics for decision-making.
- Emerging trends: IoT, AI, and blockchain in logistics.

Day 6: Business Development Essentials

- Defining business development goals.
- Strategies for market analysis and entry.
- Building brand presence in international markets.

Day 7: Strategic Partnerships and Networking

- Identifying and selecting strategic partners.
- Building effective collaborative networks.
- Negotiation and communication skills.

Day 8: Sustainable Logistics and Business Practices

- Principles of green logistics.
- Implementing sustainability in global operations.
- Case studies of successful sustainable practices.

Day 9: Innovation and Adaptability in Business Development

- Fostering a culture of innovation.

- Responding to dynamic market trends.
- Tools for continuous improvement.

Day 10: Capstone Project and Wrap-Up

- Group presentations on a real-world logistics and business development challenge.
- Feedback and discussion on project outcomes.
- Key takeaways and action plans for participants.

Registration form on the Training Course: International Logistics and Business Development

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Personal E-Mail:
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Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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