

# MEET & GREET ITPP GLOBAL MEETING

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**The London Institute  
of Banking & Finance**





**The London Institute  
of Banking & Finance**

**COURSES INCLUDE:**  
**CDCS**  
**CITF**  
**CSDG**  
**CTFC**  
**CSCF**  
**CERTPAY**



# Deepesh Patel

*Editorial Director*

*Trade Finance Global*

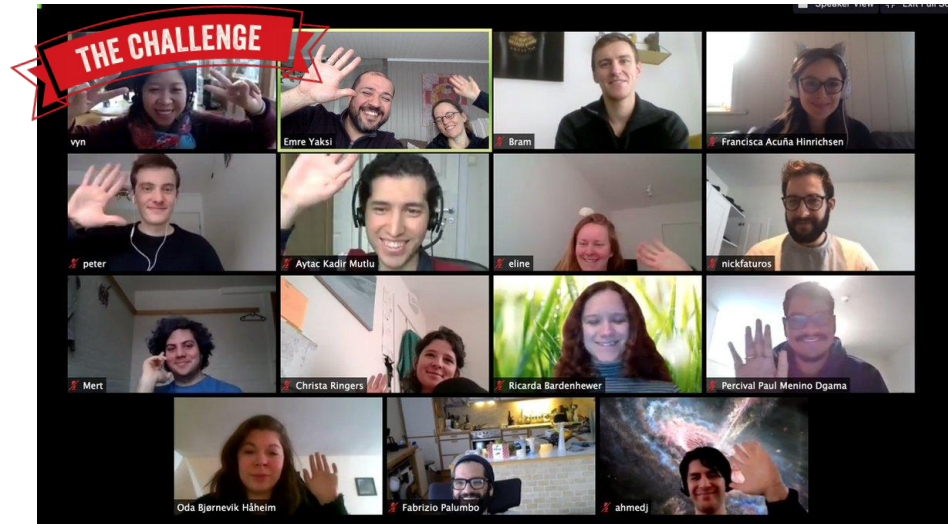




# THE CHALLENGE



# THE BIGGEST TRADE FINANCE SELFIE



ITPP Whatsapp Group or [selfie@tradefinanceglobal.com](mailto:selfie@tradefinanceglobal.com)



# The running order

1. Introduction to ITPP - Deepesh Patel, TFG
2. An introduction to TFG - Mark Abrams, TFG
3. Overview of ITPP
4. Community Guidelines and Objectives of ITPP
5. Part 1 - Writer cohort and guidelines
6. Part 2 - An Introduction to LIBF and courses overview - Alex Gray, LIBF
7. Part 3 - Invitation to join ITFA Emerging Leaders
8. Timelines and Next Steps





# Mark Abrams

*Director, Trade Finance*

*Trade Finance Global*





## Who are Trade Finance Global?

Trade Finance Global (TFG) is the leading trade finance platform. We assist companies to access trade and receivables finance facilities through our relationships with 270+ banks, funds and alternative finance houses.

Our award winning educational resources serve an audience of 120k+ monthly readers in print & digital formats across 187 countries, covering insights, guides, research, magazines, podcasts and video.





# International Trade Professionals Programme

During the current uncertain times, this programme will be providing opportunities to trade professionals to get free training, build their reputation, and create outstanding content working with the TFG editorial team:

1. Opportunity to write for Trade Finance Global and have an author profile built for you
2. All participants will be invited to join ITFA Emerging Leaders
3. Top writers will be enrolled onto a trade finance course, certified by LIBF





# What's in it for you?



## Reputation

Boost your professional reputation as a leader in trade. You'll be a published author and part of the ITPP's 2020 cohort



## Networking

You'll have a TFG Author Profile built for you, and become a member of ITFA Emerging Leaders, a global network of trade professionals



## Learning

Brush up your skills by working with our editorial team to write about a trade niche – shared with our global trade community



## Training

The top 10 writers (judged externally) will be enrolled onto a trade finance course, certified by The London Institute of Banking & Finance



# Community Guidelines and Objectives of ITPP

The ITPP cohort aims to be a professional, informative and supportive community where people can share their passion, perspective and insights into global trade, as well as interact, communicate and debate with like minded professionals from all around the world! We aim to make trade education available to all, removing the barriers of trade finance, by providing insights, thought leadership and great content, showcasing the community across TFG's platform and beyond.



facebook®



# Community Guidelines

## Be Kind and Courteous

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

## No Promotions or Spam

Give more than you take to this group. Self-promotion, spam and irrelevant links aren't allowed.

## No Hate Speech or Bullying

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

## Respect Everyone's Privacy

Please do not privately communicate, call, message, or 'add' other members of ITPP outside of the official groups that TFG have set up, unless you have their express permission and consent in advance. If as a community member you find anyone doing this, please let one of the admins of the group know immediately.



# Part 1 - Writer cohort and guidelines

You'll be working hand in hand with one of TFG's editorial team to plan, scope and produce a journalistic piece of content on a pre-agreed topic within international trade and finance. This could be an essay on structured LCs, your own research on trade flows, an opinion piece on blockchain for trade or an educational piece on trade credit insurance.

Once we've agreed a topic, our team will be on hand to help you edit, improve and refine your article. Once this is done, your piece will be published on Trade Finance Global. The top articles (at TFG's discretion) will also be published in print in Trade Finance Talks (magazine).

- An author profile created for you on Trade Finance Global
- Editorial help from our TFG experts
- Your work published to 120k monthly readers
- Articles promoted across our social channels (100k impressions / month) and email (30k database)



# Let's make 'trade' fun again

- Subject matter / topic
- Objective - education and awareness, specific insights, trending topics
- Don't plagiarise - ever! Use 'Grammarly'
- Make your content beautiful - images, diagrams, videos
- Talk to people - research, call, collate information. Respect on-record / off-record

## Trending and Inspiring Topics

- What is DeFi and why is everyone talking about it?
- Global trade declines to \$18.1 trillion in 2019, and risk profile of trade products is likely to increase
- SWIFT Messaging Types for Guarantees - A 101 Beginners Guide
- Is DLT the holy grail for standardisation?
- Why Letters of Credit aren't working for buying PPE



# Inspirational Outlets

- <https://www.weforum.org/>
- <https://techcrunch.com/>
- <https://tradexplain.com/>
- <https://www.finextra.com/>
- <https://www.economist.com/>

## Other Sources

- Podcasts (Spotify / iTunes)
- YouTube
- Google Trends
- Trade Finance Global (!)





# Guidelines - All available on the hub



## ITPP Writing Guidelines

Thanks for entering the ITPP. As part of the competition, you'll need to submit an article or essay on the topics outlined here: <https://www.trade-financeglobal.com/international-trade-professionals-programme-2020/2020-hub/>

### Audience and Topics

You'll be writing for the following audience / readership for the judging panel:

1. Academic
2. Business / economics editors / journalists
3. Professionals in the trade, commodity and debt space

TFG are thought leaders in international trade and finance and you'll be helping us on our journey to increase people's understanding of the market.

### What we're looking for

Successful articles have focus and depth. We would prefer 'deep' sector specific focus rather than broader coverage on lots of topics.

All articles should have images, graphs, diagrams, or videos.

As with any dissertation or report, all points should be supported by plausible research and credible references.

The most successful articles on TFG tend to be structured with headings and sub-headings, supplemented with lists or bullet points, to make them easy to digest.

Don't forget your name and bio at the end of the post. Your bio may be 2-3 short sentences and shouldn't be overly promotional. This bio automatically appears at the bottom of your articles. If you have one, include your Twitter handle too.

### Length

Articles must be a minimum of 1000 words, although the ideal length is 1200 words.



## [Title:] What is DeFi and why is everybody talking about it?

[SUMMARY] In the world of Distributed Ledger Technology (DLT), a new term has emerged and gained considerable popularity in recent years: DeFi. What exactly is this new fintech economy and why has it generated such considerable buzz in recent years?

### What is DeFi?

DeFi, short for Decentralized Finance and also referred to as 'Open Finance', is a set of DLT-based financial services and applications intended to augment or replace the currently existing financial system (comparatively referred to as 'Centralized Finance').

As those familiar with DLT, colloquially referred to as **Blockchain**, and its various applications are already well aware, one of its greatest promises and drivers of value is the notion that it facilitates decentralized peer-to-peer transactions without the need for a third-party intermediary and their associated fees. By bringing this technology into traditional finance system activities like payments, borrowing, or investing, DeFi has the potential to create new avenues to access these services.



As the image above shows, there are already many initiatives making headway in the various sub-sectors that comprise the broader DeFi landscape. These particular initiatives have been built on the Ethereum network, but others have been created that exist on other permissionless



Make a copy of this document by selecting FILE - MAKE A COPY Edit the 'Name' with your name, and the post title, accordingly. Send the link to [education@trade-financeglobal.com](mailto:education@trade-financeglobal.com) when complete.

## TITLE / HEADLINE

Insert 30 word summary here

## HEADING 1

Make your post scannable and easy to read online by doing the following:

- Divide your posts into sections with subheadings. Apply the Heading 2 style on all subheadings.
- When applicable, break down ideas and items into bulleted lists.
- Keep paragraphs short, and mix up long with short paragraphs.
- Add plenty of relevant screenshots and images. Make sure the images are of high quality and are copyright-free.

[responsive]IMAGE (can be here or anywhere in the body)[/responsive]

### Sub-heading

Add to the conversation; don't regurgitate what's already been said. Hint: Google your topic. If your article permits many other posts/articles in the results, think of a new angle.

When you give advice, assume that our readers know nothing about it. Break it down into double steps.

### Sub-heading

Every time you make an assertion, prove it by using authority references, citing studies, and providing examples.

If you do all this, it will be easy for you to write a post with a minimum of 1,000 words.



# Making your voice heard...

Trade Finance Global website article titled "The Economics of Climate Change". The article is by Ross McKenzie, dated May 6, 2019. The main image shows a dramatic sky with orange and yellow clouds. Below the article, there is a centralfx logo and a section titled "Article: Common mistakes in the world of currency risk management with TFG Magazine." featuring an owl image. At the bottom, there is a "Book your free Currency Risk Assessment" button.

Two screenshots of the Trade Finance Global website. The top one is a profile for Theodor Iordache, a Student Writer at the University of Vienna, with a background image of a globe and network lines. The bottom one is a profile for Ross McKenzie, a former Business Analyst and past editor-in-chief for TFG, with a background image of an oil pumpjack. Below the profile is a "Subscribe to TFG News and Updates" form with fields for Name, Company, Email, and Phone.

Cover of "Trade Finance Talks" magazine, Autumn 2019 issue. The cover features a blue and purple background with network lines and dots. The main title is "TRADE FINANCE TALKS" with the hashtag #maketradenetwork. The issue title is "TRADETECH & TRADE WARS". The cover lists several articles:
 

- WTO: Mind the trade finance gap - Marc Aubolin, on efforts to address it
- The UK's future independent trade policy - John Alby, Director General, DIT
- Life after Brexit - Chris Southworth, ICC United Kingdom
- Industry Body Updates - BAFI, FCI, ITFA, WOA
- Future proofing trade through digitisation - Michael Vrontonitis, Standard Chartered
- Commodity finance enters the digital era - Cello Andre Lourenco, Accenture
- How did DIT find its place (re)insured - ESI, the new consortium on the block

 The website tradefinanceglobal.com is listed at the bottom.



# Alex Gray

*Head of Trade & Transaction Banking,*

*The London Institute of Banking &  
Finance (LIBF)*





## Part 2 - LIBF courses

The top 10 winners will receive access to one of the six trade and transaction banking courses provided by The London Institute of Banking & Finance (LIBF). Participants on the programme can choose their preferred course. This includes the study materials, examination and certification. Each winner will receive access to one of the following courses:





## CDCS

### Certificate for Documentary Credit Specialists (CDCS®)

Level 4 Certificate for Documentary Credit Specialists (CDCS®) – 601/1159/8

The Certificate for Documentary Credit Specialists (CDCS) is a professional qualification that is recognised worldwide as a benchmark of competence for international practitioners.

The CDCS has been developed in consultation with industry experts to make sure that the qualification reflects best practice. It was created by the International Financial Services Association (IFSA) and The London Institute of Banking & Finance and was first examined in 1999. CDCS is now managed by The London Institute of Banking & Finance in partnership with the International Chamber of Commerce (ICC).

## CITF

### Certificate in International Trade and Finance (CITF)

This is an international trade certification that improves your technical knowledge and teaches you how to apply this knowledge to real situations. LIBF has developed the Level 3 qualification in consultation with trade finance experienced specialists.

CITF improves your knowledge of the products, documents, trade terms, roles and responsibilities that underpin international trade and finance. The CITF qualification also helps you develop a basic understanding of fraud prevention and risk in trade finance.

CITF is a Level 3 qualification registered with Ofqual in the Regulated Qualifications Framework.



## CSDG

### Certificate for Specialists in Demand Guarantees (CSDG)

The Certificate for Specialists in Demand Guarantees qualification will develop students' understanding in the use of guarantees, industry rules, legislation and the challenges relating to demand guarantees and standby credits. CSDG enables students to demonstrate a high level of expertise and improves knowledge and understanding of the complex issues associated with demand guarantee best practice.

The Certificate for Specialists in Demand Guarantees is a Level 4 qualification registered with Ofqual in the Regulated Qualifications Framework (RQF).

## CTFC

### Certificate in Trade Finance Compliance (CTFC)

This qualification gives you the technical knowledge to succeed in trade finance compliance and the ability to apply expertise in a professional setting. It is a valuable benchmark for Trade Finance Operations Staff, Relationship Managers, Bank Audit and Compliance Staff, and Risk Managers.

The CTFC is a Level 4 qualification registered with Ofqual in the Regulated Qualifications Framework.



## CertPAY

### Certificate in Principles of Payments (CertPAY)

This industry-focused qualification enables you to develop specialist knowledge and skills relating to products, purpose, structure and inherent risks associated with payments. Available to study worldwide, CertPAY is suitable for anyone working in the sector including payments specialists, managers, and operational, compliance and risk team members. If you work in, or aspire to work in, the payments industry, completing CertPAY will demonstrate your knowledge and understanding of the sector, and provide a formal recognition of your professionalism.

The Certificate in Principles and payments is a Level 3 qualification. This qualification is registered with Ofqual.

## CSCF

### Certificate in Supply Chain Finance (CSCF)

The Certificate in Supply Chain Finance is relevant if you work or are aspiring to work within an area dealing with Supply Chain Finance (SCF).

You will develop an understanding of the standard definitions for techniques of SCF, how to identify funding gaps as a result of trade cycle analysis, understand clients' needs and develop your skills in structuring and implementing SCF solutions.

The Certificate in Supply Chain Finance is a Level 4 qualification registered with Ofqual in the Regulated Qualifications Framework (RQF).





### 3. Invitation to join ITFA Emerging Leaders

As a global trade finance industry body, the International Trade & Forfaiting Association (ITFA) runs the ITFA Emerging Leaders programme, an initiative which is crucial to ensuring the industry's sustainability and growth in the future. By joining this programme, you will be invited to join ITFA Emerging Leaders, which includes networking events and meetups around the world and the opportunity to tune into webinars, free of charge.

**20 Runners Up** - Entry to ITFA's Emerging Leader of 2020 Competition: <https://itfa.org/itfa-emerging-leader-of-2020/>





# Timelines



## Application Deadline

Applicants apply. Applicants notified within 1 week, to confirm eligibility for the programme. Participants then work with TFG Editorial team to scope content



## Content Submission Deadline

Participants submit their final piece of content



## Judging

Submissions are judged by a panel (TFG and LIBF), which announces the winners publicly the following week



## Training

Winners are contacted and invited to enrol onto an LIBF course of their choice