



Cross Border Partners  
Advisory Services, LLC®  
Your Bridge to New Markets

[www.crossborderpartners.com](http://www.crossborderpartners.com)

Global Advantage™  
Market leading  
Trade and Logistics  
Workforce Training

## Increasing Florida's Role as an International Trade Hub

### TRADE and LOGISTICS Challenge Grant Training Program

The Corporate College at HCC, Cross Border Partners Advisory Services and Workforce Florida have partnered to provide Florida companies involved in the export of goods or services with Quick Response Training (QRT) funding to train employees, through customized Trade & Logistics education. The primary goals of the grant program are to assist companies to increase export growth and create new jobs.



INSTITUTE FOR CORPORATE  
& CONTINUING EDUCATION  
YOUR LEADER FOR CUSTOMIZED WORKFORCE SOLUTIONS

If your business activities are directly or indirectly related to exports, Challenge Grant funds are available. Most companies involved in the manufacturing, distribution or transportation of exported goods or services, or related supply chains, are eligible to participate.

Global Advantage™, Cross Border Partners Advisory Services' market-leading Trade and Logistics training programs, offers a variety of high impact, customized training options for multi-discipline workforce groups. Our trade advisory services and curriculum provides the tools, real-world expertise and specialized skills to assist your business in reaching new global markets. Businesses can select from a wide variety of mission critical subject matters, with training conducted by our experienced team of industry and trade experts. View our full [Global Advantage™](#) training curriculum at our website.

96%  
OF THE WORLD'S  
CONSUMERS RESIDE  
OUTSIDE THE U.S.

WHERE WILL YOUR  
NEXT CUSTOMER  
COME FROM?

Businesses that can benefit from customized training, which will assist to expand – or begin – exporting are encouraged to participate in trade and logistics educational programs. A few examples of the kinds of training programs that will be funded are noted:

- AST&L Certification in Transportation & Logistics
- ISO 9001 & 14001
- Incoterms 2010 and International Payments
- Protecting Intellectual Property
- Export Basics
- Export Compliance – ITAR and EAR
- Customs and International Logistics
- Identification of Export Opportunities
- Regulatory and Product Certifications
- Market Entry Strategies – Direct & Indirect
- International Trade – Tariffs & Landed Cost
- Supply Chain Management
- Customized Export Training Programs
- Understanding Trade Agreements

**Eligibility** – All Florida for-profit companies that are involved in any export related activity are potentially eligible to participate.

**How Much Will It Cost?** – Pricing will vary by program, but, as a rule of thumb, the grant generally will cover 75% of the program cost.

**How Do I Start?** – Our professional services group will work with your team to structure optimal training content to best assist your business to increase exports and create new jobs. We'll supply a short-form training grant application which describes your company's information and training requirements. Such requirements may include courses relating to the topics listed above or other export-related issues of concern to your business. In collaboration with HCC, we will submit the grant application to Workforce Florida. Once it is approved, we start training. [Contact](#) us or visit our website to learn more. Together, we can expand Florida's exports.

For more information, email: [info@crossborderpartners.com](mailto:info@crossborderpartners.com) or call 813.435.5445