



Beth Pride – President  
BPE Global  
139 Pierce Street  
San Francisco, CA 94117  
T – 1-415-845-8967  
beth@bpeglobal.com  
www.bpeglobal.com

## **BPE Global Hot Topic – August 2015**

### **My Summer Internship**

In May, I approached BPE Global with a request for a summer internship. Immediately I was brought on and asked to complete the task of figuring out how to communicate the value of global trade compliance to a group of people who formerly had no knowledge of the benefits a compliance program can offer.



At the end of my internship I sat down with BPE Global President, Beth Pride, to share what I had learned about global trade compliance. My answer remained simple— global trade compliance grants people the ability to expand their market in a sophisticated and profitable manner. It is just as important as the marketing strategy you use to sell your product. Without global trade compliance, supply chain consistency can be compromised leaving your customers unsatisfied. Moreover a strong import/export plan can increase your profit margin due to decreases in excess duties, taxes, and other fees that may otherwise be avoided by a global trade compliance expert.

Today's shoppers have a global perspective. Companies expecting to meet the global demand for their products must make the purchase and delivery of their products appear seamless to their buyers. Sellers who don't know what documents and declarations are required to export goods from their warehouse and import them into their customer's countries and risking total failure at meeting their customer's expectations. In addition, goods that are delivered late with additional costs will have a higher rate of rejection and return. Returned goods decimate profits and pose additional regulatory requirements that many companies are not prepared for.

CEOs of companies are not expected to know everything, but they are expected to have a full understanding of the skills they lack. In such a case where a skill set is lacking it is their responsibility to bring in the proper resources to foster the growth of a great company. CEOs who strive for the growth of their company wouldn't dare to leave the delivery of their product to the unknown and the untrained, but it is staggering how few corporate executives put the proper thought and resources into global trade compliance. Valiant personnel in shipping and logistics often take on the role of global compliance without any training at all. These individuals do their very best while not understanding the regulatory requirements of the countries they are operating in and shipping to. As companies grow, this good intention is compounded into routine errors, misstatements and potential violations. This leaves companies open to ongoing guessing, hoping that your product will clear customs and waiting for a status. This is the least effective and highest-risk method of managing.

Companies who want to beat out their competition don't leave customer delivery to chance. Investing in a strong global trade compliance operation will decrease the costs of goods sold, increase customer satisfaction and expand market opportunities. Successful companies build a culture that supports market entry and market dominance. This includes products that have a technical supremacy, bring exceptional product value, and are delivered globally.



Beth Pride – President  
BPE Global  
139 Pierce Street  
San Francisco, CA 94117  
T – 1-415-845-8967  
beth@bpeglobal.com  
www.bpeglobal.com

So, what can you take away from my internship experience? Companies can do it right. It is possible to build a corporate culture that takes on a global view by understanding trade regulations and barriers while developing strategies to optimize trade lanes. Companies can eliminate the barriers to global growth rather than muscling through them and still dominate their industry with knowledge and skill without diverging from the path.

Corporate leaders today may have missed the opportunity to seize the value of a strong global trade strategy, but our future leaders will have a leg up because of their global view and demand for unlimited access to products worldwide. And hopefully, they'll also understand the critical importance of global trade compliance and will manage in a new, truly global way.

Thank you for investing your valuable time reviewing this BPE Global Hot Topic.

BPE Global is a global trade consulting and training firm. Thomas Robles Jr. is an undergraduate at U.C. Berkeley. You can reach him through contacting Beth Pride of BPE Global by email at [beth@bpeglobal.com](mailto:beth@bpeglobal.com).