



**International Trade Council**  
of Greater Kansas City

## ***GLOBAL TRADEWINS®***

### ***The International Trade Game***

### **Managing International Transactions**

This dynamic interactive simulation is a learning tool which introduces participants to international business transactions through hands-on involvement with “executives” from fictitious companies throughout the world tasked with buying or selling a certain technology or range of products. The challenges are realistic and the pitfalls numerous! A new focus identifies potential problems unique to global commerce and provides possible solutions.

Moderated by seasoned international traders, mostly current or former officers and directors of the International Trade Council of Greater Kansas City (ITCGKC), the action begins with participants forming teams, each representing a company marketing or needing to purchase services or products within a specific industry. Once the teams identify and fill specific participant roles, they are given a company identity, background information together with specific needs or goals and general data about the industry involved. The role-play next moves to identifying the other companies assembled, determining what business opportunities might exist and pursuing them in a professional manner. After business has been concluded, each team reports on their individual accomplishments and finally the moderators provide a detailed recap during which aspects of the transaction which may have been overlooked are discussed.

The GLOBAL TRADEWINS® educational activity is ideally suited to business students especially those focusing on international business, of course, but it can also interest those from other disciplines, such as accounting, economics or finance. Even students studying music, sports medicine and general studies have participated. It has been presented in a variety of academic institutions, large and small, throughout Kansas and Missouri and even in a high school setting.

Very flexible by nature, it can be run with as few as 12-15 participants or with more than 100! It is best when presented in a single time block of at least 4-5 hours but was also once included as an integral element of a class spanning several weeks taught by an area educator on assignment in the Netherlands. In order to adapt to time restraints, GLOBAL TRADEWINS® can also be offered over two or more consecutive class periods. It has been

offered several times for ITCGKC business members and is an ideal medium for use in building teams or expanding horizons in a corporate retreat or group meeting setting.

**A focus can be placed on specific learning objectives in order to compliment coursework requirements.** Upon completion of the exercise, however, students will be able to do the following:-

- Describe the basic process and technicalities of buying and selling in the international arena, including the use of Incoterms language
- Conduct a preliminary market investigation of an international firm
- Describe the basic process of an international buying-selling negotiation
- Describe the details to be addressed and agreed upon in an international transaction, including aspects of product compatibility
- Identify potential cultural and linguistic obstacles that could interfere with successful product acceptance
- Address basic financial aspects of a negotiation, such as currency, credit checks, etc.
- Describe concerns of marketing and prospecting an international buyer or seller
- Assess the profitability of a transaction with an international firm
- Identify simple legal issues to be addressed in the contracting process
- Explain how countries' political structure and issues may affect the transaction

**Extra materials are available to those interested, including resources for US exporters and an international business glossary.** An advantage of extending the *GLOBAL TRADEWINS®* activity over multiple class periods, sections of an entire semester or even over a longer single block of time, is that more depth can be reached in one or more of these individual subjects, depending on audience or class needs and requirements.

**Academic institutions that have participated in *GLOBAL TRADEWINS®* presentations** include Baker University, Benedictine College, Doane University, Park University, Rockhurst University, the University of Central Missouri, the University of Kansas, the University of Missouri-Kansas City, the University of St. Mary and William Jewell College.

***The GLOBAL TRADEWINS® educational activity is an ITCGKC exclusive!***

For more information on content, schedule and pricing, please contact  
The International Trade Council of Greater Kansas City

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