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COURSE BROCHURE

Cross-Border Distribution Network Planning Training Course

22 – 26 February 2027
Geneva

Cross-Border Distribution Network Planning Training Course

Ref: 2764_105723 **Date:** 22 – 26 February 2027 **Location:** Geneva **Fees:** 6500 GBP

Cross-Border Distribution Network Planning is a 1-week training course for logistics and distribution planners who decide how goods reach customers in another market, ending with a market entry distribution plan for one destination. Border formalities, longer transit times and duty costs make the choice of hubs, carriers and trade terms decisive for both service and margin. The course is delivered by Jupiter Prime Training.

Why Cross-Border Distribution Network Planning Matters Now

Three forces shape this subject. Customers abroad expect delivery promises close to those at home, while border clearance, inspections and port congestion add days and uncertainty. Duty, tax and landed-cost differences between routing options can outweigh freight rates, so the location of a bonded store or cross-dock changes the commercial case. A firm that plans its cross-border flows well keeps stock close to demand without paying twice for clearance; one that does not suffers stranded inventory, missed lead times and penalty claims. The course draws on recognised trade terms, customs procedures and freight consolidation practice, described in general terms.

Who Gains Most from Cross-Border Distribution Network Planning

- Distribution planners responsible for choosing where stock is held for an overseas market
- Transport planners who select sea, air, road or rail options and book carriers
- Trade compliance staff who handle classification, duty relief and border documents
- Customer service planners who set delivery promises and order cut-off times abroad
- Commercial logistics analysts who compare landed costs of alternative routings

Exporters, distributors and third-party logistics providers gain most when planners, trade compliance staff and customer service planners attend together.

Cross-Border Distribution Network Planning Capabilities

Participants learn to weigh routing, clearance and stocking choices for a market they do not serve from home.

- Compare direct shipment, regional hub and in-market stock options — market entry routing decisions
- Select transport modes by transit time, reliability and landed cost — carrier booking choices
- Apply trade terms to split risk, cost and paperwork — sales contract negotiation
- Design consolidation and cross-dock flows across a border — freight spend and fill rates
- Calculate the landed cost of each routing option — pricing and margin owners
- Build a distribution plan for one destination market — logistics and commercial leaders

Key Cross-Border Distribution Network Planning Terms

- Landed cost — the total cost of a product delivered to the destination, including freight, insurance, duty, clearance and handling.
- Trade terms — standard contract terms that fix where risk, cost and document duties pass from seller to buyer.
- Bonded warehouse — a store where imported goods are held before duty is paid, often for re-export or staged release.
- Cross-dock — a facility where inbound freight is sorted and reloaded for onward delivery without being put into storage.
- Freight consolidation — combining several small shipments into one larger load to cut cost per unit moved.
- Transit time variability — the spread between the fastest and slowest delivery times on a route, driving safety stock abroad.

Cross-Border Distribution Network Planning Day by Day

Day 1: Market Access and Border Constraints

- Destination Market Demand Profiles — Service Levels Customers Expect Abroad
- Border Clearance Steps and Inspection Risks — Lead Time Buffers
- Duty, Tax and Origin Considerations — Where Value Is Added
- Route Mapping From Factory to Customer — Handover and Delay Points
- Cases From Consumer Goods and Industrial Spares — Lessons for Planners

Day 2: Network Options Across Borders

- Direct Shipment Versus Regional Hub Models — Stock Placement Choice
- Bonded Warehouses and Free Zone Stores — Deferring Duty Payments
- Cross-Dock and Transshipment Points — Faster Onward Flows
- In-Market Partner Distributors and Agents — Control Versus Reach
- Network Option Scoring Grid — Shortlisting Routing Alternatives

Day 3: Transport Modes and Trade Terms

- Sea, Air, Road and Rail Trade-Offs — Transit Time and Reliability
- Multimodal Routings and Carrier Selection — Booking and Contract Choices
- Trade Terms Selection and Risk Transfer — Sales Contract Clauses
- Shipping Documents and Freight Insurance — Avoiding Clearance Holds
- Freight Consolidation and Load Building — Cost per Unit Moved

Day 4: Landed Cost and Service Trade-Offs

- Landed Cost Build-Up by Routing Option — Pricing and Margin Input
- Safety Stock for Variable Transit Times — Inventory Held Abroad
- Order Cut-Off and Delivery Promise Setting — Customer Commitments
- Disruption Scenarios and Alternate Routes — Contingency Routing
- Distribution Performance Measures Across Borders — Tracking On-Time Delivery

Day 5: Practising the Market Entry Distribution Plan

- Applying Border Constraint Mapping to a Chosen Market — Key Risks
- Applying the Network Option Grid — Preferred Stock Location
- Applying Mode and Trade Terms Choices — Routing Decision
- Plan Review With Commercial and Compliance Peers — Open Issues
- Market Entry Distribution Plan — Routes, Locations, Costs and Owners

Applying Cross-Border Distribution Network Planning After the Course

- Recalculate landed cost for the three busiest export lanes and compare direct and hub routings.
- Review the trade terms used in current overseas sales contracts with commercial and compliance staff and flag mismatches with actual handover points.

Cross-Border Distribution Network Planning Questions FAQ

What is Cross-Border Distribution Network Planning and why does it matter now?

It is the practice of choosing routes, stock locations, transport modes and trade terms to serve customers in another market. It matters now because border delays and duty costs shape service and margin as much as freight rates do.

Which roles gain most from Cross-Border Distribution Network Planning training?

Distribution and transport planners, trade compliance staff, customer service planners and logistics analysts gain most.

How does Cross-Border Distribution Network Planning differ from a domestic network design course?

It centres on border clearance, duty, trade terms and transit variability rather than on facility counts and delivery zones within one country.

What do you bring back from Cross-Border Distribution Network Planning training?

You bring back a distribution plan for one destination market, setting out routes, stock locations, transport modes, trade terms and landed costs, each with a named owner.

Cross-Border Distribution Network Planning: The Way Forward

The market entry distribution plan first informs whether the chosen market is served by direct shipment, a regional hub or stock held locally. Planners, trade compliance staff and commercial leads use it to agree routings and delivery promises. After the first season of shipments, revisit its transit time assumptions and duty figures, since border practice and freight markets shift often.