

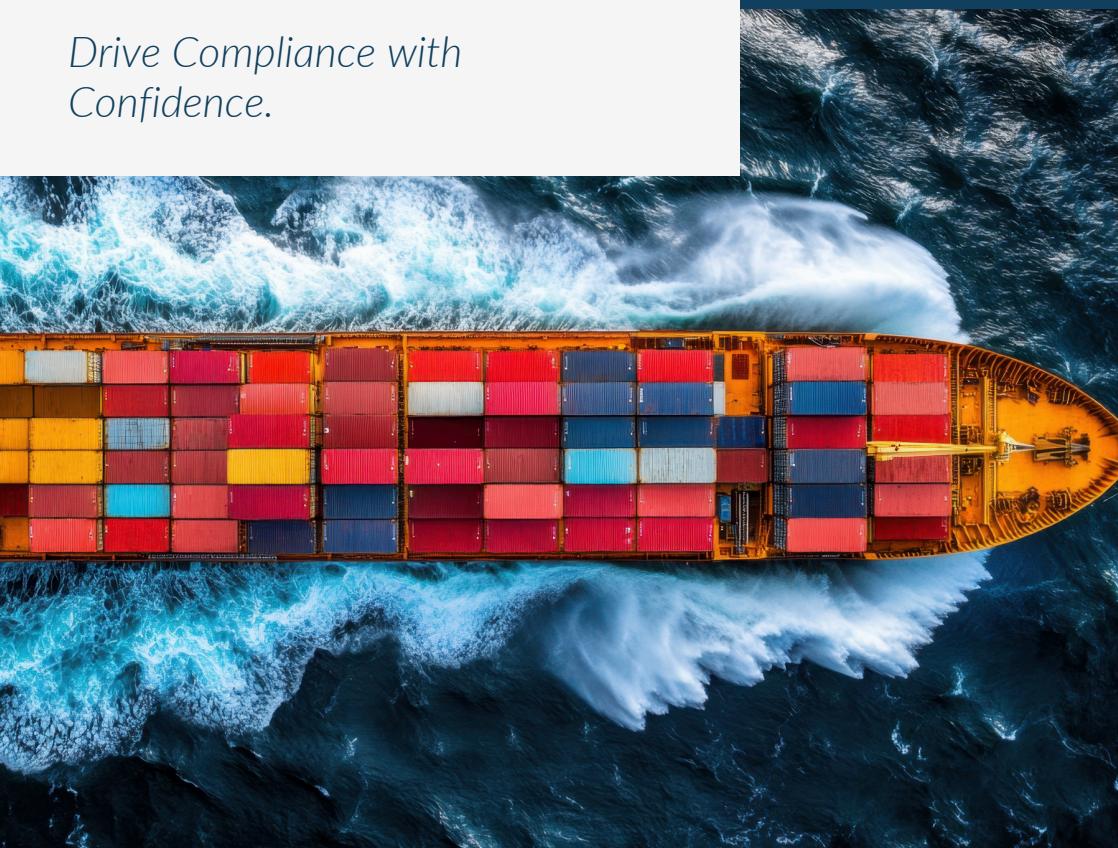
PROSPECTUS

ACCREDITED LEARNING PATHWAYS

*Drive Compliance with
Confidence.*



Strong & Herd™
Import and Export Services





Welcome

**Today's learning.
Tomorrow's
capability**

About Us

Leading Experts in UK
Customs, Import, Export and
International Trade
Regulations and Procedures

Supporting businesses across
the UK and globally for 30
years

Trusted by industry leaders
for compliance, training and
operational support

Mission, Commitment, and Core Values

Our mission is to deliver high-quality, workplace-relevant training that equips you with practical skills and the confidence to apply them. We believe learning should be structured, engaging, and supported at every step, designed with your long-term capability in mind.

All certification is awarded by SFJ Awards, a nationally recognised awarding organisation regulated by Ofqual, giving you assurance that your achievement is credible, professional, and respected.

Our Mission & Commitment

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Sandra Strong MBE

Our Mission is to empower businesses to trade confidently and compliantly.



Our Learning Commitment

We are committed to delivering learning that is:

- Mapped to Learning Outcomes and Assessment Criteria aligned with workplace responsibilities
- Supported by inclusive design, accessible materials, and expert tutor support
- Quality-assured through rigorous internal and external moderation
- Professionally accredited through SFJ Awards



Accreditations

Practical Customs Declaration Specialist

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Practical Export Licensing Controls

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Practical Export/Import Practitioner

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Practical Customs Regulations and Compliance

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Practical Food: International Trade Procedures

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Why Choose Strong & Herd?

Strong & Herd's accredited Learning Pathways are designed for professionals who want more than just theory. Our focus is on practical application, helping you build knowledge you can actually use, and that's where we make a difference.



Our learner-centred approach and wraparound support offer the right balance of structure and independence, ensuring your experience is purposeful, engaging, and flexible.



On successful completion of a Learning Pathway, you'll receive a Certificate of Achievement from SFJ Awards and Strong & Herd; formal recognition of your applied skill, credibility and workplace readiness.



Each programme is written, designed and delivered by subject specialists, supported by high-quality resources that mirror real workplace responsibilities. You'll benefit from tutor-led sessions, interactive workbooks, and access to our Study Hub, all designed to help you perform with confidence, not just pass an assessment.

Our Accredited Training

Every course is focused on real-world application. Content is aligned with industry expectations and supports you to apply what you've learned to responsibilities such as managing compliance obligations, interpreting regulations, or submitting documentation with confidence.



Each Learning Pathway is designed to help you:



**Build
Confidence**

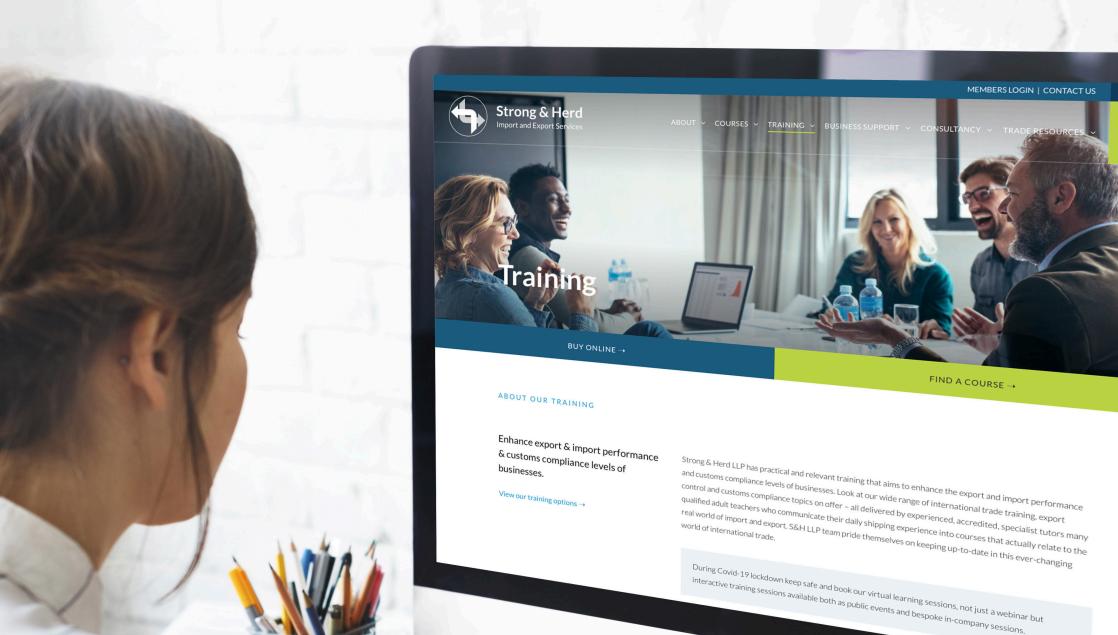


**Demonstrate
Expertise**



**Apply
Knowledge**

Optional modules within each pathway allow you to tailor your experience to suit your professional goals, whether you're looking to progress in your current role, prepare for a new opportunity, or broaden your understanding of international trade.



Who Our Accredited Learning Solutions Support

Our accredited Learning Pathways are suitable for professionals at all stages of their international trade journey. Current participants include those who are:



New to international trade and building core knowledge



Working in operational, compliance, or supply-chain positions



Recently moved into Customs, licensing, export controls, or food-trade roles



Looking to refresh or expand expertise through accreditation



Preparing for promotion or increased responsibility

Our Accredited Learning Pathways

Each Learning Pathway follows a staged format, designed to help you build a strong foundation in your chosen area before deepening and applying that knowledge through optional modules.

You will:

- Build essential core knowledge and practical understanding
- Choose specialist modules that align with your professional goals
- Complete structured assessments mapped to learning outcomes
- Achieve formal certification that evidences real-world capability



Practical Customs
Regulations and Compliance



Practical Export Licensing
Controls



Practical Food: International
Trade Procedures



Practical Export/Import
Practitioner



Practical Customs
Declaration Specialist

Assessment Format and Certification

All Learning Pathways include full tutor support, guided activities, and online access to the Strong & Herd Study Hub; your one-stop resource for materials, revision tools, and key documentation.



Stage One

Complete the Mandatory modules and pass their associated online assessments (approx. 60 - 90 mins per unit).



Stage Two

Complete your selected Optional modules and their assessments in the same format.

ASSESSMENTS

Assessment is completed in two stages. The first stage covers the mandatory units, with four online papers of approximately one hour each, featuring multiple-choice, written responses, and scenario-based questions. Successful completion earns a Certificate of Completion from SFJ Awards.



The second stage covers three optional units, assessed in the same format. On completion of the full Learning Pathway, you will receive the Certificate of Achievement, jointly awarded by SFJ Awards and Strong & Herd. Assessments are scheduled during designated weeks, submitted electronically, and marked by SFJ Awards-approved assessors, with full quality assurance through internal and external verification. This staged approach ensures you build core knowledge before applying it through modules tailored to your professional needs.



Learning Schedule and Attendance

This accredited programme comprises of approx 70 hours of guided learning delivered across seven modules, entirely online through interactive Zoom sessions. Learners benefit from tutor-led instruction, comprehensive workbooks, self-study resources, and 24/7 access to supplementary materials via the Study Hub, supported by ongoing tutor guidance throughout the course. To maximise learning outcomes, we recommend a spaced-learning approach and completing the full programme within 18 months.



7 Modules



Tutor Support



Virtual
Attendance



Study Hub

Entry Requirements

There are no formal entry requirements. Whether you're new to international trade or looking to deepen your expertise, our Learning Pathways are open to all.



Practical Customs Declaration Specialist

Learning Pathway

Our Accredited Programme

This Learning Pathway is designed for professionals currently working in, or preparing to move into, roles involving the submission of Customs declarations via HM Revenue & Customs (HMRC) Customs Declaration Service (CDS).

Learning Pathway Overview

The Practical Customs Declaration Specialist accreditation provides a structured and supported route to becoming a competent and confident Customs declarations specialist. It focuses on the accurate completion of both import and export entries in CDS and equips you to interpret data, navigate Customs processes, and ensure compliance with UK requirements.

UNIT

The Learning Pathway includes both core knowledge and optional specialist modules, allowing you to tailor your experience to your professional needs. All content is supported by tutor-led sessions, self-paced resources, and interactive tools that translate directly into workplace practice.

Mandatory Units

-  [Beginner's Guide to Customs Procedures](#)

-  [Focus on CDS: A Practical Business Guide](#)

-  [How to Complete Customs Export Entries](#)

-  [How to Complete Customs Import Entries](#)

Optional Units (Select 3)

-  [Advanced CDS Technical Workshop – Exports](#)

-  [Advanced CDS Technical Workshop – Imports](#)

-  [Transit: Focus on NCTS](#)

-  [Valuing Goods for Customs Purposes](#)

-  [Temporary Imports/Temporary Exports](#)

-  [Tariff Classification Explained](#)

Learning Outcomes



Learning Outcomes

- » Identify and apply the correct data elements for CDS submissions
- » Translate commercial document data into Customs-specific formats
- » Recognise and mitigate compliance risks in real time
- » Maintain accurate records to meet regulatory obligations
- » Apply Tariff and HMRC guidance to real-world scenarios
- » Advise others on best practices within Customs processes



Practical Export Licensing Controls

Learning Pathway

Our Accredited Programme

This Learning Pathway is designed for professionals working in, or preparing to work in, roles involving the export of licensable goods, software, or technology.

Learning Pathway Overview

The Practical Export Licensing Controls accreditation provides a structured and supported route to understanding Export Licensing systems. It focuses on how export licensing operates in practice and equips you with the ability to classify controlled items, apply for licences, and manage compliance obligations confidently. While the emphasis is on UK regulations, the pathway also introduces key international frameworks, helping you apply export controls knowledge in a global trade context.

UNIT

The Learning Pathway includes both core knowledge and optional specialist modules, allowing you to tailor your experience to your professional needs. All content is supported by tutor-led sessions, self-paced resources, and interactive tools that translate directly into workplace practice.

Mandatory Units

- » [Beginner's Guide to Export Licensing Controls](#)
- » [The UK Export Licensing System](#)
- » [The Dual-Use Exporter](#)
- » [Applying For and Using UK Export Licences](#)

Optional Units (Select 3)

- » [Controlling Technology & Intangible Transfers](#)
- » [Embargoes, Sanctions and End-Use Controls](#)
- » [Preparing for an Export Control \(ECJU\) Audit](#)
- » [Trading with the USA: Defence Exports](#)
- » [Export Essentials: Focus on Exporting](#)
- » [Tariff Classification Explained](#)

Learning Outcomes



Learning Outcomes

- » Explain how UK export licensing operates and its legal framework
- » Apply export control classifications to goods, software, and technology
- » Prepare and manage export licence applications with confidence
- » Recognise and apply embargoes, sanctions, and control measures
- » Maintain accurate compliance records and prepare for audits
- » Develop or refine company policies that embed export control regulations into daily practice



Practical Export/ Import Practitioner

Learning Pathway

Our Accredited Programme

Strong & Herd's accredited Learning Pathways are designed for professionals who want more than just theory. Our focus is on practical application, helping you build knowledge you can actually use, and that's where we make a difference.

Learning Pathway Overview

The Practical Export/Import Practitioner accreditation provides a structured and supported route to understanding the full cycle of international trade. It focuses on the practical management of both exports and imports, equipping you with the ability to prepare compliant documentation, manage Customs declarations, and apply Incoterms® 2020 rules effectively in contracts.

UNIT

The Learning Pathway includes both core knowledge and optional specialist modules, allowing you to tailor your experience to your professional needs. All content is supported by tutor-led sessions, self-paced resources, and interactive tools that translate directly into workplace practice.

Mandatory Units

- » [Beginner's Guide to Exporting and Importing](#)
- » [Export Essentials: Focus on Exporting](#)
- » [Import Essentials: Focus on Importing](#)
- » [Focus on Incoterms® 2020 Rules](#)

Optional Units (Select 3)

- » [Tariff Classification Explained](#)
- » [Beginner's Guide to Export Licensing Controls](#)
- » [Understanding Free Trade Agreements](#)
- » [Payment Methods: Handling Letters of Credit](#)
- » [Temporary Imports and Exports](#)
- » [VAT in International Trade](#)

Learning Outcomes



Learning Outcomes

- » Confidently manage both export and import procedures in line with compliance requirements
- » Submit documentation and Customs declarations accurately
- » Apply Incoterms® 2020 rules in negotiations and contracts
- » Liasing effectively with logistics providers, agents, and internal teams
- » Embed trade compliance practices into operational routines
- » Communicate requirements and processes clearly across departments



Practical Customs Regulations and Compliance

Learning Pathway

Our Accredited Programme

Strong & Herd's accredited Learning Pathways are designed for professionals who want more than just theory. Our focus is on practical application, helping you build knowledge you can actually use, and that's where we make a difference.

Learning Pathway Overview

The Practical Customs Regulations & Compliance accreditation provides a structured and supported route to becoming confident in managing Customs compliance obligations. It focuses on the three core pillars of Customs compliance, Origin, Valuation, and Tariff Classification, and equips you with the ability to apply these alongside Customs Special Procedures to ensure organisations remain compliant with UK requirements.

UNIT

The Learning Pathway includes both core knowledge and optional specialist modules, allowing you to tailor your experience to your professional needs. All content is supported by tutor-led sessions, self-paced resources, and interactive tools that translate directly into workplace practice.

Mandatory Units

-  [Beginner's Guide to Customs Procedures](#)
-  [Tariff Classification Explained](#)
-  [Understanding Origin and Preference](#)
-  [Valuing Goods for Customs Purposes](#)

Optional Units (Select 3)

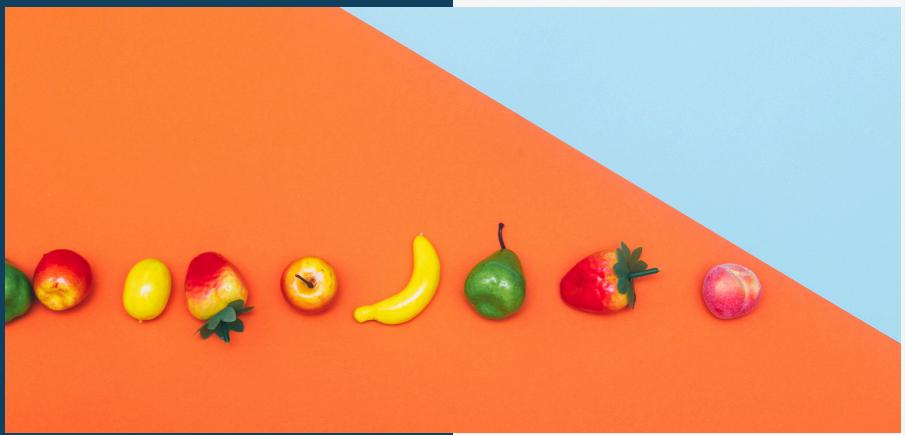
-  [Temporary Imports and Exports](#)
-  [Inward/Outward Processing](#)
-  [Customs Warehousing Explained](#)
-  [Advanced Guide to Import, Export & Customs Procedures](#)
-  [How to Complete Customs Entries](#)
-  [Preparing for a Customs Audit](#)

Learning Outcomes



Learning Outcomes

- » Correctly classify goods under the UK Trade Tariff
- » Apply rules of origin to determine duty rates and preferential treatment
- » Calculate and declare Customs value in line with HMRC regulations
- » Recognise where Customs Special Procedures can be used and apply them effectively
- » Prepare and maintain records that are audit-ready for HMRC inspections
- » Assess your organisation's compliance practices and recommend improvements
- » Communicate compliance requirements clearly to colleagues, managers, and external stakeholders
- » Contribute to your organisation's risk management and operational efficiency by embedding compliance into daily practice



Practical Food: International Trade Procedures

Learning Pathway

Learning Pathway Overview

The Practical Food – International Trade Procedures accreditation provides a structured and supported route to understanding the procedures and regulations governing international food trade. It focuses on Customs requirements, legal compliance, and best practices for managing food imports and exports, equipping you with the ability to manage risk and meet regulatory obligations with confidence.

Our Accredited Programme

Strong & Herd's accredited Learning Pathways are designed for professionals who want more than just theory.

Designed for professionals currently working in, or preparing to move into, roles involving the import and/or export of food products.

UNIT

The Learning Pathway includes both core knowledge and optional specialist modules, allowing you to tailor your experience to your professional needs. All content is supported by tutor-led sessions, self-paced resources, and interactive tools that translate directly into workplace practice.

Mandatory Units

» [Beginner's Guide to Customs Procedures](#)

» [Focus on Food - Tariff Classification](#)

» [Focus on Food: Imports](#)

» [Focus on Food: Exports](#)

Optional Units (Select 3)

» [Import Essentials: Focus on Importing](#)

» [Understanding Origin & Preference](#)

» [Transit: Focus on NCTS](#)

» [Export Essentials: Focus on Exporting](#)

» [Import Compliance Worldwide](#)

» [IPAFFS](#)

Learning Outcomes



Learning Outcomes

- » Manage compliant import and export processes for food products
- »» Apply Tariff Classification, Origin, and Preference rules specific to food trade
- »» Register and manage consignments through IPAFFS with confidence
- »» Communicate food trade compliance requirements clearly to colleagues, clients, and regulatory authorities
- »» Spot and resolve compliance risks in food supply chains before they escalate
- »» Strengthen your organisation's audit readiness and compliance culture in relation to food trade



Learner Support and Well-being

A Strong & Herd Learning Pathway is built around you. From enrolment to assessment, you will be supported every step of the way with structured guidance, expert input, and a full set of learner resources to help you succeed.

- » Dedicated Tutor Support
- » 24/7 Study Hub access to core and supplementary materials
- » Guidance on pacing, assessments, and scheduling
- » Assessment feedback to support progression

Well-being Guidance

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Our accredited Learning Pathways are designed to support sustained, long-term professional growth. Each course builds on the last, creating a structured learning journey that gives you time to absorb, apply, and consolidate your knowledge.



Long-term goals

To achieve your accreditation successfully, we recommend adopting a structured approach. This includes allowing 4 to 6 weeks between courses, completing all Pre-Load Extra activities, additional materials, and workbooks before progressing, and dedicating time for personal study and revision using the Revision Pack. Spreading your seven modules over up to 18 months provides the opportunity to reflect, practise, and consolidate your learning effectively.



Commitment

Flexibility is built into the programme, enabling you to book assessment weeks that suit your schedule while maintaining steady progress. If you need support, we're here to help. During your enrolment meeting, we'll assist you in planning a manageable schedule and outline the guidance available throughout your learning journey.



Flexible Delivery, Pricing and Enrolment

All Learning Pathways are delivered virtually. You'll attend live, tutor-led sessions and access 24/7 self-paced resources via the Study Hub.

Each module follows a clear structure, with time for pre-course preparation, live delivery, revision, and assessment.

Pricing

The cost of each full Learning Pathway is £3,500 + VAT, which includes:

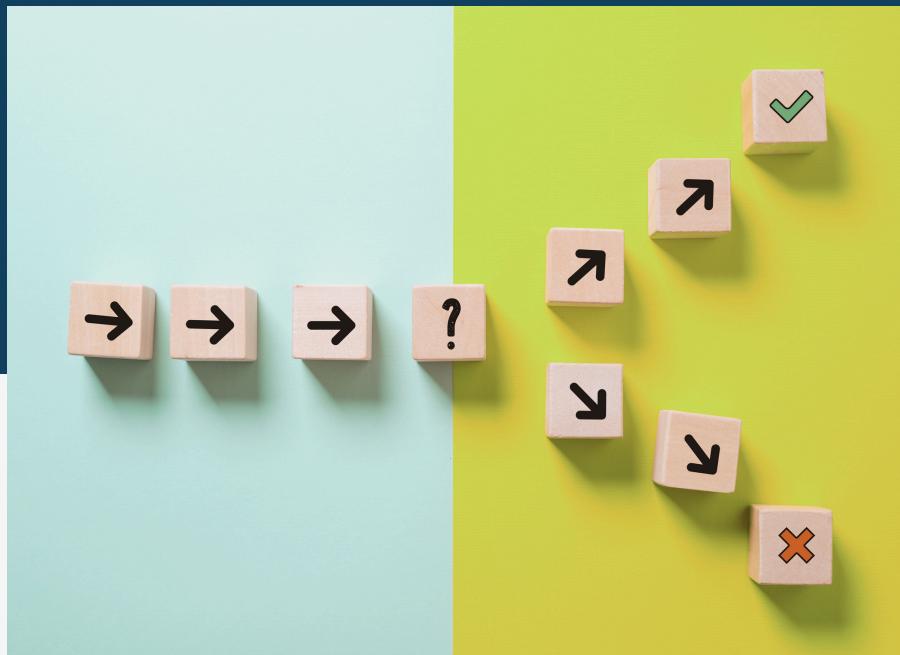
- Enrolment and induction
- Access to all mandatory and optional modules
- Full tutor support and study hub access
- Assessment and certification

Group rates and employer packages are available. Please contact us to discuss pricing for multiple learners. At present, there are no external funding routes via Strong & Herd.

How to Enrol

We offer three enrolment intakes per year: January, April, and September.

You can enrol on our website or contact us directly at any time to purchase a Learning Pathway. A member of our Learning & Development team will then confirm your start date and arrange your enrolment meeting.





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