



# The International Trade Consultancy

Lucinda O'Reilly

The International Trade  
Consultancy



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# Lucinda O'Reilly:

## Background & Achievements

- My first career was at Ecotile Flooring, where, over the course of 22 years, I was integral to growing the company from a small distribution business to a manufacturing company employing 30 people.
- For the last 6 years, in my role as Exports Director, I increased export sales from 12% to 43% of turnover by recruiting, developing and managing distributors in over 40 countries worldwide.
- I successfully managed Ecotile's transition through Brexit, not only retaining all of our European distributors, but winning a new one from one of our EU based competitors
- Whilst preparing for Brexit I became so fascinated by the mechanics and technical requirements of customs and international trade that I decided to set up a consultancy to help companies who need advice on these subjects



# Lucinda O'Reilly:

## Qualifications

- 🌐 Certificate in Advanced Customs Compliance (UK Customs Academy)
- 🌐 Certificate in Customs Compliance (UK Customs Academy)
- 🌐 Customs Practice & Procedure Award (UK Customs Academy)
- 🌐 Incoterms 2020 (The Institute of Export & International Trade)
- 🌐 Import Procedures (British Chamber of Commerce)
- 🌐 International Documentation & Customs Compliance (The Institute of Export & International Trade)
- 🌐 Incoterms & Export License Controls (British Chamber of Commerce)
- 🌐 Export Procedures & Documentation (British Chamber of Commerce)
- 🌐 BA (Hons) English Literature & French – 2:1 (University of Manchester)



# Services

- Develop an efficient and customs compliant supply chain
- Advise and implement international growth strategy
- Ensure compliance with rules of origin
- Determine if products qualify for simplified procedures to avoid paying unnecessary duty
- Guidance through the Authorised Economic Operator application
- Research partners in new export markets and manage contract negotiations
- Set up warehouse operations in another country
- Advice regarding suitability for utilisation of free ports
- Help with freight forwarders and customs brokers
- Templates for commercial invoices
- Customs declarations for Northern Ireland
- Training



# Expertise

- Transit
- Storage
- Special Procedures
- Processing
- Tariff Classification of Goods
- Origin of Goods
- Duty Relief
- Incoterms
- Customs Declarations
- VAT Related to Import & Export
- Simplified Procedures
- Valuation Methods
- Dual Use Licensing Requirements
- Trading with Northern Ireland



# Benefits of retaining an international trade consultant

- Time and resource saved researching, implementing and monitoring rules of origin, special procedures
- Peace of mind that operations are structured to maximise efficiency and minimise duty liabilities in the short, medium and long term
- Confidence that all products will remain customs compliant as trade agreements and regulations evolve
- An added level of expertise when choosing suppliers
- Access to someone with a comprehensive understanding of customs practice and procedures who can deal with issues as they arise which leaves the Caeli Nova team free to focus on productive activities
- Access to a huge range of resources that are only available to members of trade organisations





# Contact details



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