

1	Introduction	1
1.1	Concepts of International Trade	1
1.2	Public Regulation on International Trade	5
1.2.1	Multilateral Regulation	5
1.2.2	Domestic Regulation	13
1.3	Private Regulation on International Trade	15
1.3.1	Laws on International Sales Contracts	18
1.3.2	Laws on Typical Trade Terms	21
1.3.3	Laws on Trade Disputes	22
	Reference	24
2	Overseas Market Research	25
2.1	Overseas Market Research	25
2.1.1	Contents	26
2.1.2	Reaching Potential Buyers	28
2.2	Overseas Exhibitions	28
2.2.1	Preparation	29
2.2.2	Strategy	30
2.2.3	Follow-Up Management	31
2.3	Marketing Planning	31
2.3.1	Introduction	31
2.3.2	Method of Market Research	32
2.3.3	Verification of Regulations	32
2.3.4	Credit Inquiry	35
3	International Trade Contracts	37
3.1	Introduction	37
3.1.1	Concepts	37
3.1.2	Legal Characteristics	38
3.2	Conclusion of Contract	39
3.2.1	Offers	39

3.2.2	Special Offers	41
3.2.3	Counter Offers	42
3.2.4	Withdrawal/Cancellation	42
3.2.5	Acceptance	43
3.3	Performance of Contract	47
3.3.1	Delivery of Goods	47
3.3.2	Payment	48
3.4	Breach of Contract	50
3.4.1	Concepts	50
3.4.2	Remedies	50
3.4.3	Avoidance of Contract	54
3.4.4	Partial Breach of Contract	55
3.5	Exemption	56
	References	57
4	Terms of International Trade	59
4.1	Introduction	59
4.1.1	General	59
4.1.2	Law Sources of International Trade Contracts	60
4.1.3	Governing Law/Jurisdiction	60
4.2	Basic Terms	61
4.2.1	General	61
4.2.2	Terms of Quality	61
4.2.3	Terms of Quantity	64
4.2.4	Terms of Price	65
4.2.5	Terms of Packaging	66
4.2.6	Terms of Shipment	67
4.2.7	Terms of Insurance	70
4.2.8	Terms of Payment	73
4.3	Incoterms® 2010	74
4.3.1	Provisions of Incoterms	74
4.3.2	Trade Terms	75
4.4	Illustrated Forms of International Trade Contract	83
4.4.1	General International Contract	83
4.4.2	International Sales Agreement (Purchase Order Form)	90
4.4.3	International Sales Agreement (Selling Contract Form)	95
4.4.4	Plant Supply Agreement	102
	References	118
5	Payment Collection in International Trade	119
5.1	Payment Collection Under Letter of Credit	120
5.1.1	Introduction	120
5.1.2	Letter of Credit	120
5.1.3	Concerned Parties	125
5.1.4	Kinds of Letter of Credit	126

5.1.5	Interpretation of Letter of Credit	131
5.1.6	Required Document	136
5.1.7	Bill of Exchange	153
5.1.8	Negotiation for Payment Collection	155
5.1.9	Receipt of Goods by Buyer	162
5.1.10	Illustration of Letter of Credit by Kind	163
5.2	Payment Collection Without Letter of Credit	179
5.2.1	Document Against Payment	179
5.2.2	Remittance	180
5.2.3	Open Account	181
5.2.4	Factoring	181
5.2.5	Forfaiting	183
	Reference	185
6	International Transportation	187
6.1	Introduction	187
6.1.1	Concepts	187
6.1.2	Transportation in International Trade	188
6.2	Means of Transportation	189
6.2.1	Maritime Transportation	190
6.2.2	Liners/Trampers	192
6.2.3	Air Transportation	210
6.2.4	Tariff	216
6.2.5	Combined Transport	216
	Reference	217
7	Marine Cargo Insurance	219
7.1	Marine Cargo Insurance Contract	219
7.1.1	Concepts	219
7.1.2	Insurance Brokers in Marine Insurance	221
7.1.3	Insurable Interests	222
7.2	Maritime Loss	223
7.2.1	Concepts	223
7.2.2	Insurer's Compensation	226
7.3	Insurance Policies	226
7.3.1	Types of Insurance Contract	226
7.3.2	Insurance Policies	228
7.3.3	Covered Risks	235
7.4	Cargo Insurance Under Letter of Credit	248
7.4.1	Insurance Clauses on Letter of Credit	248
7.4.2	Insurance Documents Under Letter of Credit	248
7.5	Insurance Premium	249
7.6	Claims	250
	Reference	253

8 Foreign Exchange Risks	255
8.1 Foreign Exchange in International Trade	255
8.1.1 Foreign Exchange Risks	255
8.1.2 Foreign Exchange	258
8.2 Exchange Rates	260
8.2.1 Concepts	260
8.2.2 Spot Rate/Forward Rate	261
8.2.3 Methods to Determine Forward Rate	261
8.2.4 Forward Exchange Transactions	262
8.2.5 Management of Exchange Risk	265
References	267
9 Electronic Commerce	269
9.1 Introduction	269
9.1.1 Development of EDI System	269
9.1.2 New Paradigm of International Trade	270
9.2 Process of Electronic Trade	272
9.2.1 Selection of Target Market	272
9.2.2 Marketing	273
9.2.3 Negotiation and Agreement	273
9.2.4 Arrangement and Delivery	273
9.2.5 Payment	273
9.2.6 Follow-Up Management	273
9.3 Customer Research	274
9.3.1 Method to Find Customers	274
9.3.2 Searching for Customers Through Websites	274
10 Claim and Dispute Settlement	277
10.1 Introduction	277
10.2 Resolution of Trade Claims	278
10.2.1 Introduction	278
10.2.2 International Litigation	279
10.3 Commercial Arbitration	281
10.3.1 Alternative Dispute Resolution	281
10.3.2 Arbitration	282
10.3.3 Arbitration Agreement	283
10.3.4 Arbitral Tribunal	284
10.3.5 Hearing/Awarding	285
References	288
11 Application to Practical Fields	289
11.1 Scenario for Practice	289
11.2 Specific Product Selection	291
11.3 Overseas Market Research	293
11.4 Marketing	297

11.5	Finding/Screening Counterparts	299
11.6	Making Business Proposals and Inquiries	302
11.7	Consultation of Terms	309
11.8	Offer, Acceptance/Conclusion of Contract	315
11.9	Receipt of Letter of Credit for Export	324
11.10	Getting Export/Import Approval (if required by law)	329
11.11	Manufacturing or Securing Contracted Items	331
11.12	Making Clearance/Arranging International Transport and Insurance	331
11.13	Negotiation for Payment Collection with Bank	335
11.14	Follow-up Management	344
Index	351