

Our Ref. 5.3.28

Nicosia, June 2017

TO: All Interested Parties
FROM: Secretary General
SUBJECT: New Publication available from the International Chamber of Commerce (ICC)

Sir(s),

We would like to inform you that the following publication of the International Chamber of Commerce is available. The publication is unique in its kind and is a valuable aid to a wide spectrum of businesspeople. The following publication is:

1. MAKING MONEY WITH INCOTERMS 2010 (ICC Publ. No. 984) 2017 edition

Strategic Use of Incoterms[®] Rules in Purchases and Sales

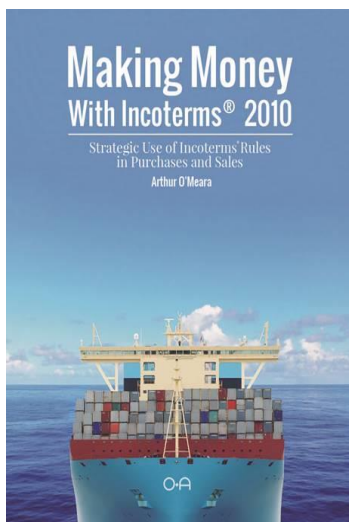


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Chapter:

1. Introduction
2. What are Incoterms[®] Rules
3. Theoretical Overview
4. Application of Incoterms[®] Rules: Part I
5. Application of Incoterms[®] Rules: Part II
6. Negotiating Strategies and Tactics
7. Critical Points in the Transfer of Costs, Risks and Possession
8. Case Studies
9. Conclusion
10. Glossary
11. Resources

In most negotiations for imports and exports there are four primary areas buyers and sellers discuss. These four areas are possession of the goods during transportation, transfer of risk or responsibility, title transfer, and payment terms.

Of these four areas, the most important is the negotiation over the transfer or possession during transportation. This can be thought of as whether the goods will be sold freight prepaid or freight collect. The second issue discussed is the transfer from seller to buyer of risk, or responsibility for the condition of the goods during transportation. For traders not savvy in Incoterms[®] Rules this subject may not even be discussed. Once the transfer of possession and risk are agreed upon then title transfer and payment terms normally fall into place.

This publication is addressed to the largest group of importers and exporters: those who sell goods either as LCL, or in full containers by ocean, air or truck. It is not meant for importers and exporters who charter vessels, such as commodities traders, but commodities traders can still learn from the negotiation lessons herein.

Most traders will be using only a few Incoterms[®] Rules. For this reason, this book will address those Incoterms[®] Rules in depth that are most applicable to most companies that participate in international trade. The rest of the Incoterms[®] Rules are briefly discussed and dismissed as inapplicable for those who move goods in containers.

Cyprus National Committee

This new book should be read by people in the following departments:

- Purchasing
- Sales
- International Trade Compliance
- Contracts/Legal
- Logistics/Supply Chain Management
- Shipping/Receiving

This valuable publication is estimated at €53.

Take advantage of this unique opportunity that is offered to you now and place your order, simply by filling out the attached form and sending it, together with your remittance, to the Cyprus Chamber of Commerce and Industry, c/o ICC Publications, P.O.Box 21455, 1509 Nicosia, at your earliest convenience.

For more information on the above mentioned publication but also more generally on the rich series of ICC publications, please contact the Cyprus National Committee of the ICC at the Cyprus Chamber of Commerce and Industry, tel. 22889840.

Sincerely,
Lia Riris
for Secretary General

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