

Content

1	DEFINITION, PRINCIPLE AND THE PART OF FOREIGN TRADE IN THE ECONOMY OF A STATE	7
1.1	DEFINITION OF THE NOTION TRADE, INTERNATIONAL TRADE	7
1.2	THE DEVELOPMENT OF FOREIGN TRADE	7
1.3	REASONS FOR PARTICIPATING IN INTERNATIONAL TRADE	8
1.4	THE PURPOSE OF FOREIGN TRADE FOR THE NATIONAL ECONOMY	9
2	FOREIGN TRADE POLICY OF A STATE	13
2.1	LIMITATION OF CONCEPTS	13
2.2	FOREIGN BUSINESS POLICY TOOLS OF A STATE	14
2.3	CONTRACT TOOLS OF FOREIGN BUSINESS POLICIES	14
2.4	AUTONOMIC TOOLS OF FOREIGN TRADE POLICIES	15
3	OPERATIONS AND ACTIVITIES IN EXTERNAL ECONOMIC REATIONS	17
3.1	EXPORT POLICY OF THE CZECH REPUBLIC.....	20
3.1.1	<i>The Ministry of Industry and Trade (MPO)</i>	21
3.1.2	<i>Czech Agency for Trade Promotion (Czech Trade)</i>	21
3.1.3	<i>Export and Guarantee Insurance Company, plc. (EGAP)</i>	22
3.1.4	<i>Czech Export Bank, plc. (ČEB)</i>	23
3.1.5	<i>The importance of the foreign trade for the Czech Republic</i>	23
4	GLOBALISATION, INTEGRATION	25
4.1	AGREEMENTS ABOUT SUPPORT AND PROTECTION OF MUTUAL INVESTMENTS	28
4.1.1	<i>World Trade Organisation (WTO)</i>	29
4.1.2	<i>Institutions of the UN, regional and special agencies and other organisations acting in international trade</i>	29
4.1.3	<i>Specialised agencies and UN programmes</i>	30
4.1.4	<i>Raw material agreements</i>	32
4.1.5	<i>International financial organisations</i>	32
4.1.6	<i>Organisation for Economic Co-operation and Development (OECD)</i>	33
5	INTERNATIONAL BUSINESS ENVIRONMENT	35
5.1	ECONOMIC ENVIRONMENT	35
5.2	POLITICAL ENVIRONMENT	36
5.3	JURIDICAL ENVIRONMENT	37
5.4	CULTURAL AND SOCIAL ENVIRONMENT	37
5.5	SOCIAL ENVIRONMENT	38
5.6	DEMOGRAPHIC AND GEOGRAPHIC ENVIRONMENT	38
5.7	RISKS IN INTERNATIONAL TRADE	38
5.8	INTERNATIONAL MARKET RESEARCH	43
6	SELECTION AND SEGMENTATION OF MARKET	47
6.1	SEGMENTATION OF INTERNATIONAL MARKETS	47
6.2	SEGMENTATION CRITERION	47
6.3	GEOGRAPHIC CRITERION	47
6.4	DEMOGRAPHIC CRITERION	47
6.5	SOCIO-ECONOMIC CRITERION	47
6.6	PSYCHOGRAPHIC CRITERION	48
6.7	BEHAVIORAL CRITERION	48
6.8	SEGMENTATION STRATEGY	48
6.9	PROCESS OF INTERNATIONAL COMMUNICATION	49
7	BUSINESS DEALINGS WITH FOREIGN PARTNERS	53
8	GENERAL RULES OF GREETING	55
8.1	SPECIALTIES OF WOMEN STATUS IN ECONOMICAL LIFE OF DIFFERENT COUNTRIES	56
8.1.1	<i>France</i>	56
8.1.2	<i>Germany</i>	56

8.1.3	Italy.....	56
8.1.4	Spain.....	57
8.1.5	Great Britain.....	57
8.1.6	Greece.....	57
8.1.7	India.....	57
8.1.8	Pakistan.....	57
8.1.9	Japan.....	58
8.1.10	Arabic countries.....	58
8.1.11	Argentina and Uruguay.....	58
8.2	COMPLAINTS IN FOREIGN TRADE.....	58
9	USED SOURCES.....	161

