

# INCOTERMS FOR AMERICANS®

A full-day seminar on the International Chamber of Commerce Incoterms® 2010 rules



## AGENDA

- Overview of Incoterms® rules
- The revision process
- Useful definitions
- Role in sales/purchase contracts
- Hoops, hurdles and contracts
- An American perspective
- Incoterm-by-Incoterm analysis
- Relation to payment terms

## WHO SHOULD ATTEND

- Exporters
- Importers
- Sales managers
- Purchasing managers
- Forwarders
- Customs brokers
- Carriers
- Credit professionals
- Compliance professionals
- Insurers
- Trade consultants
- International bankers
- Attorneys

## ABOUT INCOTERMS® 2010

Incoterms® 2010 rules will come into force on January 1, 2011. It is the eighth revision of Incoterms® since their inception in 1936.

During its 2½ year revision process, international business and legal experts considered more than two thousand recommendations from many of the 130+ countries with which the ICC has a relationship. The result is a vastly improved version, tailored specifically to the needs of users throughout the world.

American users have a particular stake in the Incoterms® 2010 rules. In 2004 the shipment and delivery terms formerly found in parts 2.319 through 2.324 of the Uniform Commercial Code were deleted. Free of the “FOB confusion” found in the old UCC terms, Incoterms® rules make a logical replacement. Incoterms® 2010 rules are far more amenable to US domestic use than any previous version.

The changes are both sweeping and practical. This revision considers the post 9/11 cargo security regulations and new Institute Cargo Insurance Clauses. Delivery, so critically important for revenue recognition compliance, is also addressed in far greater detail.

## 2010 SEMINAR LOCATIONS AND DATES

Atlanta, GA	November 10
Boston, MA	October 18
Charleston, SC	November 17
Charlotte, NC	December 16
Chicago, IL (downtown)	September 21
Chicago, IL (countryside)	September 22
Cincinnati, OH	November 30
Cleveland, OH	October 27
Dallas, TX	November 9
Denver, CO	October 12
Detroit, MI	December 2
Houston, TX	November 8
Kansas City, MO	September 30
Los Angeles, CA	October 14
Miami, FL	December 14
Milwaukee, WI	September 23
Minneapolis, MN	September 28
New York, NY	October 19
Omaha, NE	December 9
Philadelphia, PA	October 21
Pittsburgh, PA	October 28
Saddlebrook, NJ	October 20
St. Louis, MO	October 13
San Francisco, CA	October 7
Seattle, WA	October 5
Washington, DC (Arlington VA),	November 4

We are adding new locations on request.  
Visit [www.iccincoterms2010.org](http://www.iccincoterms2010.org) for all the latest information.

## PRICE AND CONDITIONS

- The price is \$350.00 for registrations received 10 days prior to the event. Thereafter, the price is \$380.00 as special arrangements must be made to accommodate late registrants.
- Seminar availability is based on registration date on a first-come, first-served basis
- All registrations must be prepaid. We accept AMEX, VISA and MASTERCARD.

## SEMINAR MATERIALS

Attendees will receive a copy of the official Incoterms® 2010 book and our companion book, Incoterms for Americans®, as well as comprehensive seminar notes.

## SEMINAR HOURS

8:00 AM	Registration & Continental breakfast
8:30 AM	Instruction begins
11:45 AM	Lunch break on your own
1:00 PM	Instruction resumes
4:00 PM	Concludes

There will be complementary morning and afternoon beverage breaks.

## CANCELATION POLICY

- We reserve the right to cancel any seminar for full refund with at least 7 days prior notice.
- Full refund for attendee cancellations received 20 days before the event.

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## TO REGISTER

Online at [www.iccincoterms2010.org](http://www.iccincoterms2010.org)

OR

PHONE: 212.703.5066

OR

FAX: 212.391.6568

OR

MAIL THIS FORM WITH CHECK TO:

United States Council for International Business  
1212 Avenue of the Americas  
New York, NY 10036  
ATT: Hsin-Ya

## ATTENDEE INFORMATION

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Seminar Date and Location:  
\_\_\_\_\_  
\_\_\_\_\_

Cost:

Early Registration \_\_\_\_\_ \$ 350.

Late Registration (9 or fewer days before the event) \$ 380.

TOTAL \$ \_\_\_\_\_

Payment:

VISA       MASTERCARD       AMEX

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code \_\_\_\_\_

Signature \_\_\_\_\_

## TO RESERVE ADDITIONAL COPIES



## Incoterms® 2010

ICC Official Rules for the Interpretation of Trade Terms  
ICC No. 715  
Paperback  
2010 Edition  
Approximately 130 pages  
Implementation Date:  
January 1, 2011

## ALSO INCLUDED

In addition to the 11 rules, Incoterms® 2010 includes:

- Extensive guidance notes and illustrative graphics to help users efficiently choose the right rule for each transaction;
- New classification to help choosing the most suitable rule in relation to the mode of transport;
- Advice for the use of electronic procedures;
- Information on security-related clearances for shipments;
- Advice for the use of Incoterms® 2010 in domestic trade.

## TO RESERVE YOUR COPIES

Go to [www.iccbooksusa.com](http://www.iccbooksusa.com) to reserve your copies now (\$55.00 each through August 31, 2010).

Books should be available for delivery in September.

Regular retail price will be \$60.00 per copy.

## QUANTITY DISCOUNTS

Quantity	Amount
10 to 20	\$52.25
21 to 50	\$50.88
51 to 100	\$49.50
101 or more	\$48.13

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## ABOUT THE INSTRUCTOR

Frank Reynolds is uniquely qualified to explain Incoterms® 2010 rules to Americans. He brought nearly 50 years of hands-on practical trade expertise to the 2000 and 2010 Incoterms® revisions where he represented the United States. He is a member of the USCIB Banking Committees, and has been instructing trade-related topics for over 25 years.

Frank is a thirteen term member of the U.S. Department of Commerce District Export Council (DEC) and holds a customs broker license from the Department of Homeland Security. His company, International Projects Inc. is a 32 year old full service trading and consulting firm. It received the U.S. Department of Commerce "E Award for Excellence in Export Service" in 1982.

Frank has written twelve books on international trade related topics, including the *A to Z of International Trade* dictionary for the International Chamber of Commerce. His *Incoterms for Americans®*, now in its third revision, is a major reference for US traders and is included as a seminar material. Frank has also co-authored five books and written hundreds of trade-related columns for the *Journal of Commerce*, *The Exporter*, *Managing Exports* and the ICC's *Documentary Credit Insight*.

## ABOUT THE ICC

Founded in 1919, the International Chamber of Commerce has unrivaled authority in making rules that govern the conduct of business across borders. In addition to Incoterms® rules, ICC provides model contracts for a host of international transactions, offers both mediation and arbitration dispute resolution services and universally accepted rules for banking practice. More at [www.iccwbo.org](http://www.iccwbo.org).



**International Chamber of Commerce**  
*The world business organization*

## ABOUT USCIB

As the sole U.S. affiliate of the ICC, the United States Council for International Business advocates for an open system of world trade, finance and investment through a global network of international business groups whose decisions affect commerce. Membership includes some 300 leading U.S. companies, professional service firms and associations.

In addition to its policy work, USCIB offers trade services for business including ATA Carnets for temporary duty and tax free entry into 75 customs territories and ICC Books for rules and guidelines, case studies and handbooks that cover a broad spectrum of topics including ICC Incoterms® rules.

For ICC books, visit [www.iccbooksusa.com](http://www.iccbooksusa.com) or call 212.703.5066 for customer service.

For more on USCIB and ATA Carnet, visit [www.uscib.org](http://www.uscib.org).

