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TRADE ESSENTIALS



COUNTRY BUSINESS GUIDES



GLOBAL BUSINESS CULTURE



IMPORTING



EXPORTING



TRADE DOCUMENTS



BANKING FINANCE PAYMENTS



LEGAL AND CONTRACTS



PACKING SHIPPING INSURANCE



ADVERTISING MARKETING SALES



GLOBAL E-COMMERCE



SUPPLY CHAIN SECURITY



TOOLS AND REFERENCE



IMPORTING



EXPORTING



E-COMMERCE



COUNTRY BUSINESS GUIDES



GLOBAL BUSINESS CULTURE

## TRADE & COMPLIANCE ALL IN ONE PLACE

International trade is a business where “I think I know” isn’t good enough. What you don’t know can hurt you. We’re here to help.

*World Trade REF* is the global trade community’s leading reference product covering just about every aspect of international trade, business, logistics, banking, and supply chain security.

*World Trade REF* is organized into 13 supermodules of content that intuitively guide the user to the information needed to make decisions, succeed in international business, and stay in compliance with government entities.

### BENEFITS

*Importers and exporters* get detailed information for importing and exporting, packing, shipping and insurance, banking and trade finance, trade documentation, as well as global business culture.

*Logistics professionals* get detailed and up-to-date documentation, regulatory, and compliance information for the world’s top 120 economies.

*Trade promotion agencies* and their member firms get detailed information to support trade missions and help develop business relationships worldwide.

*E-Commerce professionals* get detailed information on B2B and B2C marketplaces, payment gateways, and preferred social media platforms for 120 countries. Also included are articles on current trends, issues, and barriers to success globally.

*Tools and reference* materials are also included and feature extensive illustrated guides to Incoterms® 2020, ocean and air freight containers, global trade agreements, and Foreign Trade Zones, as well as the complete *Dictionary of International Trade* and 12 Short Course in International Trade coursebooks.

*World Trade REF* is mobile friendly, automatically adapting to the screen size of any desktop, laptop, tablet, or smartphone.



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**WORLD TRADE PRESS®**  
The Global Knowledge Company



## Supermodules



How to Use This Product  
International Business Plans  
InfoLists for Business Travel



Export 101: Essentials  
Import 202: Particulars  
InfoLists for Export as a Business  
Foreign Trade Zones (USA)



International Contracts  
Joint Ventures  
Global Business Entities  
Intellectual Property Rights  
Contract Templates  
InfoLists for Law  
Local Legal Issues



International E-Commerce  
Top 20 E-Commerce Markets



120 Country Business Guides  
covering more than 160 topics  
each.



Intro to Trade Documentation  
Key Documents  
Customs Documents



Ocean Container Packing Guide  
Ocean Transport  
Cargo Vessels  
Ocean Freight Containers  
Air Transport  
Cargo Aircraft  
Air Freight Containers (ULDs)  
Road Transport & Trailers  
Rail Transport & Railcars  
International Cargo Insurance



Supply Chain Security  
C-TPAT  
Free and Secure Trade (FAST)  
Automated Commercial  
Environment (ACE)



Business Culture  
International Business Culture  
International Negotiating



International Banking Services  
International Payments  
Financing International Trade  
Foreign Exchange Basics  
Currencies of the World  
Currency Converter



Acronyms and Abbreviations  
Business Entities World wide  
Dictionary of Int'l Trade  
Computer Terms  
Country Codes  
Currencies of the World  
Currency Converter  
Foreign Trade Zones (USA)  
Guide to Electricity and Plugs  
Importing to the USA  
Incoterms® 2020  
International Dialing Tools  
Operating Agreements  
Short Course Series E-Books  
Trade Agreements  
Trade Terms in 8 Languages  
Weights and Measures  
Resources  
Commercial Import Guide (USA)



Import 101: Essentials  
Import 202: Particulars  
InfoLists for Import as a Business  
Commercial Import Guide (USA)  
International Sourcing  
Foreign Trade Zones (USA)



Market Research: Demographics  
Advertising Regulation  
International Marketing  
International Marketing Blunders





## Sample Pages

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TRADE ESSENTIALS COUNTRY BUSINESS GUIDES GLOBAL BUSINESS CULTURE IMPORTING EXPORTING TRADE DOCUMENTS BANKING FINANCE PAYMENTS LEGAL ASPECTS CONTRACTS PACKING SHIPPING INSURANCE INVESTING FREIGHT SALES GLOBAL E-COMMERCE SUPPLY CHAIN SECURITY TOOLS AND REFERENCE

**TOOLS AND REFERENCE**

- Acronyms and Abbreviations
- Business Entities Worldwide
- Dictionary of Int'l Trade
- Comptor Terms
- Country Codes
- Currencies of the World
- Currency Converter
- Foreign Trade Zones (USA)
- Guide to Electricity and Plugs
- Importing to the USA
- Incoterms® 2020

**FOB (Free on Board)**

**FOB Free On Board (... named port of shipment)**

Incoterms® 2020 Introduction  
Incoterms® 2020 Groups  
Incoterms® 2020 Classes  
Incoterms® 2020 Notes  
Helpful Definitions  
EXW (Ex Works)  
FCA (Free Carrier)  
FAS (Free Alongside Ship)  
FOB (Free On Board)

**FOB | Free On Board (...named port of shipment)**

In Free On Board, the seller/exporter/manufacturer clears the goods for export and delivers them on board the named vessel at the "named port of shipment." This is a change made in Incoterms 2010 from Incoterms 2000, where the seller was responsible only to deliver the goods "past the ship's rail." With FOB, the named port of shipment is domestic to the seller.

Also, with FOB the seller has the option to deliver the goods on board the vessel, or to "procure goods already so delivered." This is a reference to so-called "string sales," where a single shipment might be resold multiple times during transport, as is common in the commodity trade.

The named place in FOB is a port, and therefore the term is common only for ocean or inland waterway transport.

If the shipment is containerized or to be containerized, common practice is to deliver the shipment to the carrier at a terminal and not on board a ship. In such situations, the FCA term is recommended.

The FOB term is commonly used in the sale of bulk commodity cargo such as oil, grains, and ore.

The new document in FOB transactions is the "On Board Bill of Lading."

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**Brazil**

Country Overview

Country Facts

Cultural Overview

Did You Know?

Climate

Geography

Business Overview

Trade Overview

Advertising and Marketing

Business

**Brazil Trade Overview**

Brazil's strong export economy and its rapid resurgence after the 2008 global crisis contributed to the nation's rise from a regional to a global power. Prior to World War II, cyclical commodity booms and busts challenged the economy and led to more restrictive trade policies. Modifications to those policies enabled the nation to emerge by the mid-1990s with a more open economy. The country has since boasted a trade surplus and strong sectors in agriculture, mining, industry, and the services industry. Agricultural commodities, such as sugarcane and coffee, represent a large portion of the nation's exports. New discoveries in oil have promised to move Brazil away from oil-dependency and toward the role of oil exporter.

**Trade History**

Portuguese settlers arrived in Brazil in the 16th century and immediately began to capitalize on its vast natural resources. During the 16th and 17th centuries agricultural commodities, such as sugar, tobacco, cotton, and gold, emerged as popular exports to Europe.

Brazil gained independence in 1822 and immediately faced difficulties when competition threatened its main exports—sugar, cotton, and coffee. Exports contracted, then bounced back. Coffee as an export thrived into the 1930s, when a decline in coffee prices turned the economy inward. Forced reductions of imports led to industrialization but also led to a closed economy. Military and populist factions vied for political power over the next 50 years, stifling competition and economic growth.

Unleash Brazil's power through agricultural, mining, industry, and service sectors.

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TRADE ESSENTIALS COUNTRY BUSINESS GUIDES GLOBAL BUSINESS CULTURE IMPORTING EXPORTING TRADE DOCUMENTS BANKING FINANCE PAYMENTS LEGAL ASPECTS CONTRACTS PACKING SHIPPING INSURANCE INVESTING FREIGHT SALES GLOBAL E-COMMERCE SUPPLY CHAIN SECURITY TOOLS AND REFERENCE

**Saudi Arabia**

Country Overview

Advertising and Marketing

Business

Business Culture

The Business Experience

Decision Making

Meetings

Negotiating

Entertaining

Attire

Businessmen

Business Hours

Business Travel

Communications

Cost of Living

Culture and Society

Defense and Armed Forces

Demographics

E-Commerce

Economy and Trade

Energy

**Saudi Arabia Meetings**

The oil-rich kingdom of Saudi Arabia is open to business and commerce with the Western world, and yet, it is culturally still very much a traditional Muslim nation. Expect to encounter strict protocol within meetings, as well as specific social expectations in everyday life. Showing respect and dignity is the key to successful business in Saudi Arabia. Businessmen should be hypers aware of cultural differences, and adjust behavior accordingly.

**Preparation**

Visas to Saudi Arabia are not normally issued to non-Muslims unless you have a Saudi sponsor. Even though there have been moves in recent years to change this rule for businesspeople, it is still essential to have a local contact who can introduce you and vouch for you. Many Saudis are educated abroad or do business in other countries, and contacts made in your home country can be of great use to you. Should you need assistance in finding a local sponsor, your country's embassy in Saudi Arabia should be able to help you.

Although meetings should be scheduled as much as a month in advance, some Saudis, particularly government officials, will not finalize dates for meetings until you are in the country. Your schedule will need to take into account the holy month of Ramadan (dates differ from year to year), as well as the annual Hajj (pilgrimage to Mecca) and also the five daily times for prayer.

Although most businesspeople speak English, it is worth learning some basic Arabic phrases: "Salam alaikum" (peace be upon you) is the accepted greeting, responded to by "Alaikum as-salam" (upon you be peace). You should also have a bilingual business card, and translations of presentations and other materials will be welcome.

Be prepared to spend a lot of time and to drink a lot of coffee, forming a personal relationship with your Saudi counterparts before much formal business can be conducted.

**Scheduling**

As in all things in Saudi Arabia, religious law controls scheduling. The Saudi workweek is Saturday through Wednesday, with some businesses open on Thursday mornings. Friday is the Muslim holy day and not used for business.

The workday revolves around the five prayer times: Fajr (dawn), Zuhr (shortly after midday), Asr (mid-afternoon), Maghrib (sunset), and Isha' (at night, from an hour and a half after sunset). Meetings are often set in relation to prayer times rather than at a specific hour, and your local counterparts are most likely to be punctual right after a particular prayer period. Exact times for the various prayers, which vary with the

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**Open Top 40'**

Ocean Container Packing Guide

Ocean Transport

Cargo Vessels

Ocean Freight Containers

Introduction to Multi-Model Containers

Container ID, Size, and Type Codes

Ocean Container Nomenclature

General Purpose 20'

General Purpose 40'

High Cube General Purpose 40'

High Cube General Purpose 45'

Hardtop 20'

Hardtop 40'

High Cube Hardtop 40'

Open Top 20'

Open Top 40'

High Cube Flatrack 40'

Flatrack 20'

High Cube Flatrack 20'/40'

Platform (Collapsed Flatrack) 20'/40'

Ventilated 20'/40'

Insulated 20'/40'

Bulk 20'

Refrigerated (Reefer) 20'

Refrigerated (Reefer) 40'

High Cube Refrigerated (Reefer) 40'

Tank 20'

Flatracks 20'

Air Transport

Cargo Aircraft

Air Freight Containers (ULDs)

Road Transport & Trailers

Especially for:

- overweight cargo
- heavy loads
- loading from top side, e.g. by crane
- floor height 170 mm (ground level to interior floor surface, tolerance deviation possible)
- Door header can be swung out on all open top containers
- Lashing devices have a permissible load of 1,000 kg (2,205 lbs) each
- For dimensions of roof and door openings, please see following pages
- Note: Maximum container load weights listed may exceed permissible weight limits for road and rail transport

**Open Top Container, 8'6" high, ISO Size Type: 42U1 40'**

| Construction   | Inside Dimensions |         |         |            | Weights |              | Capacity                 |
|--|-------------------|---------|---------|------------|---------|--------------|--------------------------|
|  | Length            | Width   | Height  | Max. Gross | Tare    | Max. Payload |                          |
|  | mm                | mm      | mm      | mm         | kg      | kg           | m <sup>3</sup><br>cu ft. |
| Steel container with corrugated walls, removable tarpaulin, and wooden floor | 12,000            | 2,350   | 2,377   | 30,480     | 3,850   | 26,630       | 66.4                     |
|  | 395 1/4"          | 75 1/4" | 77 1/4" | 87,196     | 8,468   | 78,728       | 2,345                    |
| and steel floor  | 12,029            | 2,380   | 2,348   | 32,500     | 4,050   | 28,450       | 65.5                     |
|  | 395 3/4"          | 75 3/4" | 77 1/4" | 71,650     | 8,929   | 62,721       | 2,348                    |
|  | 12,029            | 2,350   | 2,380   | 23,444     | 32,500  | 4,000        | 28,500                   |
|  | 395 3/4"          | 75 3/4" | 77 1/4" | 71,650     | 8,819   | 62,831       | 2,341                    |

**Open Top Roof and Door Openings**

Business Culture: Meetings

Tools and Reference: Incoterms® 2020



Packing, Shipping, and Insurance:  
Ocean Freight Containers

Country Snapshot: Trade Overview



## Country Business Guides

### 120 Countries Featured

- 
- |                            |             |                  |                          |
|----------------------------|-------------|------------------|--------------------------|
| Algeria                    | Ecuador     | Libya            | Singapore                |
| Angola                     | Egypt       | Lithuania        | Slovakia                 |
| Argentina                  | El Salvador | Luxembourg       | Slovenia                 |
| Australia                  | Estonia     | Macau            | South Africa             |
| Austria                    | Ethiopia    | Malaysia         | South Korea              |
| Azerbaijan                 | Finland     | Mali             | Spain                    |
| Bahrain                    | France      | Mexico           | Sri Lanka                |
| Bangladesh                 | Germany     | Morocco          | Sudan                    |
| Belarus                    | Ghana       | Myanmar          | Sweden                   |
| Belgium                    | Greece      | Nepal            | Switzerland              |
| Bolivia                    | Guatemala   | Netherlands      | Syria                    |
| Bosnia and Herzegovina     | Honduras    | New Zealand      | Taiwan                   |
| Botswana                   | Hong Kong   | Nicaragua        | Tanzania                 |
| Brazil                     | Hungary     | Nigeria          | Thailand                 |
| Bulgaria                   | Iceland     | Norway           | Trinidad and Tobago      |
| Cambodia                   | India       | Oman             | Tunisia                  |
| Cameroon                   | Indonesia   | Pakistan         | Turkey                   |
| Canada                     | Iran        | Panama           | Turkmenistan             |
| Chile                      | Iraq        | Papua New Guinea | Uganda                   |
| China                      | Ireland     | Paraguay         | Ukraine                  |
| Colombia                   | Israel      | Peru             | United Arab Emirates     |
| Congo, Democratic Republic | Italy       | Philippines      | United Kingdom           |
| Costa Rica                 | Japan       | Poland           | United States of America |
| Côte d'Ivoire              | Jordan      | Portugal         | Uruguay                  |
| Croatia                    | Kazakhstan  | Qatar            | Uzbekistan               |
| Cuba                       | Kenya       | Romania          | Venezuela                |
| Cyprus                     | Kuwait      | Russia           | Vietnam                  |
| Czech Republic             | Laos        | Saudi Arabia     | Yemen                    |
| Denmark                    | Latvia      | Senegal          | Zambia                   |
| Dominican Republic         | Lebanon     | Serbia           | Zimbabwe                 |



# Country Business Guides

## Features for Each Country

### COUNTRY SNAPSHOT

Country Overview  
Country Facts  
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### ADVERTISING & MARKETING

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Women in Culture

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### SECURITY BRIEFING

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Money and Valuables  
Transportation and Safety  
Local Laws

### SOCIAL INDICATORS

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Income Share  
Intentional Homicides  
Labor Force Education  
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Maternal Death  
Suicide Mortality Rate  
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Women in Parliament

### TAXATION

Corporate Taxation  
Individual Taxation  
VAT, GST, and Sales Taxes  
Ernst&Young country tax guides for:

### TRADE

Tariff Profiles (5 Years)  
Trade Profiles (5 Years)  
Trade Agreements

