

## Content

<b>1</b>	<b>DEFINITION, PRINCIPLE AND THE PART OF FOREIGN TRADE IN THE ECONOMY OF A STATE</b> .....	<b>7</b>
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
<b>2</b>	<b>FOREIGN TRADE POLICY OF A STATE</b> .....	<b>13</b>
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
<b>3</b>	<b>OPERATIONS AND ACTIVITIES IN EXTERNAL ECONOMIC RELATIONS</b> .....	<b>17</b>
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
<b>4</b>	<b>GLOBALISATION, INTEGRATION</b> .....	<b>25</b>
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
<b>5</b>	<b>INTERNATIONAL BUSINESS ENVIRONMENT</b> .....	<b>35</b>
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
<b>6</b>	<b>SELECTION AND SEGMENTATION OF MARKET</b> .....	<b>47</b>
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
<b>7</b>	<b>BUSINESS DEALINGS WITH FOREIGN PARTNERS</b> .....	<b>53</b>
<b>8</b>	<b>GENERAL RULES OF GREETING</b> .....	<b>55</b>
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
<b>9</b>	<b>USED SOURCES.....</b>	<b>61</b>