

Latest ICC Publications (July 2014)

Using Franchising to Take Your Business International

ICC strategies and guidance for master franchising, area development and other arrangements
ICC Publication No. 754E, 2014 Edition

Building an international network can bring great rewards, not only in terms of profits, but also by increasing brand awareness. It allows growth and support using local companies' capital. This book provides practical guidance on why, when and how a franchisor should go international. Aimed at franchisors that already have a multi-unit operation that has proven successful in one market, this guide will help you to decide whether or not to take the next step. With a truly global perspective, the authors and correspondents from all corners of the globe have taken into account the difference between common law and civil law as well as the amount of legislation in different countries and states.

Written in an accessible style, the text covers the myriad of legal and business questions a franchisor should consider in detail, i.e.

- The steps to go international through franchising and the different contracts and agreements possible (Master Franchising, Area Development and Sub-Franchising)
- Potential risks and pitfalls
- Market and financial research
- Legal planning (local laws, IP issues, public policy, laws with international application)
- How to choose a candidate
- Exit strategy
- And more

The guide also includes sample country-specific information in a series of annexes and checklists of issues to be included in three of the major contract types used for international expansion.



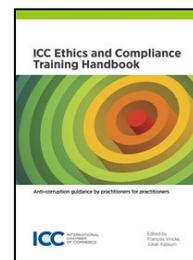
ICC Publication No. 754E
Price : RM320 (ICC Member)
RM380 (Others)

ICC Ethics and Compliance Training Handbook Anti-corruption guidance by practitioners for practitioners

ICC Publication No. 741E, 2013 Edition

The ICC Ethics and Compliance Training Handbook sets out the challenges which large, medium-sized and small companies have to overcome as they build and put into action their corporate compliance programme.

This practical guide and training tool provides hands-on expertise from distinguished practitioners in the field of corporate integrity and compliance. It offers practical guidance on performing a risk assessment, installing a whistleblowing system, exercising due diligence when selecting agents or intermediaries, and conducting internal investigations. It also covers setting up a training programme, engaging your Board of Directors in compliance efforts, drafting a Code of Conduct, setting up the best compliance system for your company, resisting solicitation and extortion, introducing the ICC Anti-corruption Clause in your contracts, mitigating compliance risks arising from joint ventures, and managing the transition to a clean commercial policy.



ICC Publication No. 741E
Price : RM320 (ICC Member)
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Drafting and Negotiating International Commercial Contracts

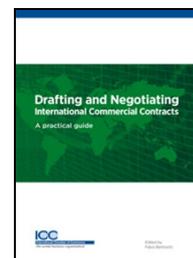
ICC Publication No. 743E, 2013 Edition

This resource is an invaluable tool for practitioners and students who wish to understand and prepare for the main issues they will face when dealing with international contracts.

With increasing globalization, multinational agreements are becoming a common practice for most traders. However, international contracts remain a difficult and mysterious subject for business people as well as their lawyers. This updated edition provides insights into the basic requirements of a well-drafted contract and covers, among other things:

- The choice of the applicable law
- The choice of jurisdiction
- International arbitration
- The use of more international drafting techniques
- Hardship, force majeure and liquidated damages

As an added feature, this volume analyzes in depth the negotiating process. It provides incisive commentary on the model contracts developed by the International Chamber of Commerce (ICC), the 2012 ICC Rules on Arbitration, Incoterms® 2010 and Unidroit Principles 2010.



ICC Publication No. 743
Price : RM610 (ICC Member)
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