



## Summary

Legal differences between countries are important to take into account when starting an international business. No two countries have the same political and legal systems. They all differ in tax laws, customs regulations, import restrictions, etc.

The key is to understand that once you are in a foreign market you must follow the rules and laws of that country, not the ones in your own market.

Two important factors to consider when internationalising your business is:

### **1. Intellectual Property**

Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce. When applying for Intellectual Property rights, companies can apply in each country, in different global regions or internationally.

In addition to protecting your own business ideas and innovations, companies should be aware of the Intellectual Property rights of others (e.g. images on the internet) in the management of their company.

### **2. INCOTERMS**

Incoterms are rules of trade that essentially dictate the exact delivery terms between two parties. These terms would include how the goods will be delivered, who pays, who is responsible for insurance, and who handles specific procedures such as loading and unloading. They are an international standard and are used worldwide.

