FOB vs EXW vs CIF for Water Purifiers: Plain English

Buyer action checklist — print & use

Checklist

1. Choose the term before signing — changing it later re-prices everything.
2. For FOB: appoint your freight forwarder early and share their contact with the factory.
3. For CIF: ask which forwarder and which insurance coverage (minimum cover is minimal).
4. Confirm who handles export customs paperwork under your chosen term.
5. Get the term and named port printed on the commercial invoice.
6. 'Freight included' ≠ door delivery — ask what the last included handoff is.