

International Engineering & Business English

国际工程贸易英语



全国行业英语系列统编教材

主 编 黄 强 夏宏钟



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● 全国行业英语系列统编教材

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前 言

随着全球经济一体化进程日益加快,世界各国商务、工程、文化等交流日益增加,培养具有扎实基本功、宽广知识面、一定的相关专业知识、较高外语水平的复合型人才成为我国高等院校培养人才的基本要求。但是,长期以来,英语专业学生着重纯语言学科的学习,忽视与其他人文学科、自然学科知识的交叉融合,导致学生知识结构单一、综合素质不高。理工科学生由于语言环境和专业的限制,无法接触到当今流行、实用的工程英语和商务英语知识,在涉外工程的沟通中常常面临极大的工作压力和困难。本书将国际工程项目中的知识,以英语的形式表述,以期能给英语专业的学生弥补商务、工程知识;给理工科学生弥补英语知识、商务知识,尤其是涉及工程各个环节的英语知识。本书适用于理工科大学二年级及以上学生以及英语专业的学生使用。

本书以某国际工程项目为例,从招标开始,到合同谈判、签署直至工程考核、验收为止,基本涵盖了工程项目的整个过程。内容涉及商贸、法律、工程及工业生产等多种知识。全书共分为十二个单元,主要包括:国际工程招投标、商务合同谈判、合同的价格和价格明细、合同的付款和付款条件、货物的交付和交付条件、货物的包装和标识、工程设计和设计联络、工程标准和检验标准、工程安装、试运行和调试、项目的考核验收和索赔、合同的其他事宜、合同技术谈判和技术附件细则等。每个单元提出了学习目标,配有词汇、注释和练习。本书特别配有大量案例,让读者扩大知识面、开阔视野、增加见识。

作者在编写过程中立足于实用性、知识性、专业性,同时又兼顾普及性,所使用词汇、文体都较浅显易懂,有一定英语基础的工程技术人员和从事英语翻译的工作人员都可参阅。

本书主编黄强、夏宏钟对整个框架和主线条进行了设计和布局,同时,参与了各个章节的撰写,并作了最终审稿。副主编吴春容负责第一、二、三单元的统一稿;副主编梁勇负责第四、五、六单元的统一稿;副主编杨德洪负责第七、八、九单元的统一稿;副主编张礼贵负责第十、十一、十二单元的统一稿。四川理工学

院外语学院陈琪老师、廖国强教授、云虹教授、范敏老师、许静老师、陈巧巧老师也参与了本书的编写工作。在本书的编写工程中,四川理工学院机电工程系周敏副教授、梁宁副教授,在工程专业知识方面提供了大力帮助,并参加了部分编写工作。美籍教师 **Harley Greenberg** 先生对本书作了审阅。在此对各位老师的辛勤工作表示深深的感谢!

本书在编写过程中,参阅了许多书籍和网络资源,在此向作者和相关单位表示感谢,同时,本书的出版得到了高等教育出版社的大力支持和帮助,在此一并致谢!

由于编著者知识所限,不足之处难以避免,谨请读者批评指正。

编 者
2010 年 6 月



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Unit 1

International Bidding

Learning Objectives

After studying this unit, you will be able to:

- ★ *know the definition of bidding;*
- ★ *identify the characteristics and procedures of bidding.*

Bidding is a common practice in respect of international trade and procurement, especially in the procurement of goods, exploration, mining and procurement of works, etc. Some international and national financial institutes explicitly stipulate that the procurement of goods or works with loans provided by them must be carried out through international competitive bidding. Nowadays, more and more government organizations, institutes, and enterprises are using bidding for the procurement of goods and works in China.

1. Definitions of Bidding

Bidding, an invitation for bid, usually conducted by a project owner, is a behavior of business. It is a fair, open, candid, and organized way of trading. Through the way, each bidder can share the equal opportunity and participate in the trade while an owner has a sufficient opportunity to select a most qualified bidder. Usually the whole process of bidding is effected by a qualificatory, professional

intermediary agency. The specific meaning of inviting bidding for an owner is to poster in advance the purchase conditions and requirements for commodities, engineering project, services, and invite all pre-qualified companies or firms to compete for the project. Then, the owner shall follow the prior and open procedures and terms to determine the award of contract. The core of bidding is competition. Through comprehensive comparison and evaluation of different suppliers, their business experiences, commodity quantity, technical quality, delivery term and price, the owner selects the supplier with the most favorable conditions to award the contract.

Submitting bidding, usually conducted by a project bidder, refers to a behavior of natural persons or legal firms who participate in the competition of contracting a bidding project or supply of goods and submit their proposals. They shall abide by all the requirements and regulations issued by the owner to submit their price offers and technical proposals and try to obtain the award of the project.

2. The Different Approaches of Bidding

2.1 International Competitive Bidding (ICB)

In international competitive bidding, an owner may invite a number of bidders to participate in the competition, and select the bidder with the most favorable conditions, and award the contract. Competitive bidding is classified into two categories:

★ Open bidding, an unlimited competition. Through the practice, an owner shall poster his project in leading newspapers, television, Internet and other media. No matter who are interested in the project, they have equal chances to ask for all the information and documents from the owner.

★ Limited bidding, also named invited bidding. It is a limited competitive bidding. In the process, the owner does not openly publish his project on media but just invite those prospective contractors as per the information it owns. After pre-qualification check, they get the permission to participate in the competition.

2.2 Negotiated bidding

Negotiated bidding is a non-open and non-competitive way of bidding. In this way, an owner may search several prospective firms, carry out negotiation directly



and select the most qualified and favorable one. Once the negotiation is successful, the deal is done and the project is awarded.

2.3 Two-stage bidding

This kind of bidding is to divide the bidding process into two stages. First, the owner selects several bidders with low price, favorable conditions and strong abilities through open bidding, and then invites them to compete for the final award of the contract. This kind of bidding is often adopted for large and complex project.

3. The Common Mode and Practice in International Bidding

Bidding is an outcome of market-oriented economy. It is an international practice to allow free competition and a method to manage and adjust the market-oriented economy while the government provides supervision and instruction. The government shall not censor the qualification of a consultant, bidding agent, supervisor, contractor and supplier or issue any qualification certificate. As for the checkup of a bidder, the owner pays great attention to his similar experience of the case to avoid any impostor. A bidder shall be honest and faithful to bid for a project and set up a good reputation in the business domain. The industrial associations and/or some social communities may have a certain statistic to a bidder's similarly previous achievements and provide a useful and helpful reference to an owner. For example, the American Engineering News-record (ENR) takes annual records of more than 200 biggest contractors' achievements in the world for owners' reference in spite of its legal invalidity.

In international practice, the lowest evaluated price is commonly used as the initial metric to assess each bidding document. All the non-price factors are to be converted into a monetary value and risk factor to avoid subjective judgment or evaluation. Under a market-oriented economy, a bidder will be eliminated if he wins the bidding under his real costs but his financial status cannot meet the requirement of the bidding. The government shall not set up or keep an evaluating expert bank; the owner and the expert editing the bidding documents shall make all the assessments.

It is a common international practice as well to employ a bidding agent or managerial contractor on behalf of an owner to deal with all the businesses in a

bidding activity. *The World Bank's Guidelines: Selection and Employment of Consultants* provides the stipulation of selecting a procurement agent and the definition of a managerial contractor.

4. The General Procedure of Bidding

4.1 Bidding announcement

For an international open bidding, the bidding announcement is usually made in the authoritative newspapers or professional journals, such as *Chinabidding.com* in China, *Bidding Monthly* for aiding project of the World Bank.

4.2 Prequalification of a bidder

A bidder shall fill out a preview questionnaire from the owner, including his business scale, personnel, facilities briefs and engineering records, etc. Meanwhile, relevant evidences and documents shall be available. Then, the owner shall review the promise, ability and power of the bidder. This is a key procedure to guarantee the smooth operation of bidding.

4.3 Bidding documents preparation

At the beginning of bidding or before it, the owner should designate specialists to prepare the bidding invitation, description of commodity or technical conditions and requirements and trade conditions of an issued project.

4.4 A bidder's preparation

After getting the invitation of bidding, a bidder shall calculate strictly as per the quality, technology, delivery, project workload and progress requirements to the commodity or project and consider carefully his own possibility and ability as well as the market competition to ensure he can meet all the requirements and offer a competitive price.

4.5 Preparation of the bidding document and guarantee fulfillment

A bidding document is an irrevocable and definite offer from a bidder. It mainly includes response and confirmation to the bidding proposal, relevant index and figures of a commodity or project, engineering schedule, technical description and drawing,



a bidder's responsibility, proposed contract price and unit-price analysis, etc. To avoid the situation that the bidder refuses to sign the contract with the owner after getting the award of the contract, it is a common practice to ask the bidder to pay a certain bid bond. The amount of the bid bond is based on the bidding price and the rate varies from 3% ~ 10% of the bidding price in different projects. Bank's guarantee or Standby Letter of Credit is acceptable as well. Therefore, the bidder shall find out a guarantor before bidding. The bid bond will be returned if the bidder fails to win the contract. However, if the bidder refuses to sign the contract with the owner after getting the award, the bid security will be required by the owner.

4.6 Submission of bidding document

Bidding document includes bidding proposal, bidding guarantee or Standby Letter of Credit, attachments of subcontract description as well as other necessary documents. Bidding documents shall be sealed and submitted to the appointed address within specified time by a specific person. Mail is also acceptable.

4.7 Bid opening

The owner shall open each bidding document at a predetermined time and place witnessed by the public. Then, the owner shall read out the documents, which is allowed to be recorded or written down by the bidders present. Once the document is opened, the bidder shall not change any contents of the document. This process is only a public presentation of the document and an approach to ensure the fairness of the bidding, which does not mean to award the contract to any bidder.

4.8 Proposal evaluation and determination

Besides price, technical quality, engineering schedule and delivery time, services rendered and other conditions combined can also influence the evaluation of the proposal. An owner shall make evaluation, examine each proposal by comparison, and then determine the candidates of the project. The main task includes:

- ★ Reviewing the bidding document to ensure all the documents meet the terms and conditions stipulated in the request for proposal.
- ★ Checking all the calculations and the feasibility of a technical offer.
- ★ Comparing the proposal terms of each bidder. A total score may be awarded to each proposal or a cumulative evaluation or vote can be carried out to determine the

primary contract candidates. The number of candidates can vary.

★ Re-examining the qualification of each candidate. If the first candidate's is acceptable, he is the final contractor. Otherwise, the subsequent candidates may have the chance to get the contract. The owner shall declare the failure of the bidding and reorganize a second bidding in case any of the following incidents: insufficient bidders; lack of competition and non-compliance to the requests; obvious price deflection to the international market.

4.9 Contract award and signature

After determining the qualified contractor, the owner shall inform the contractor in writing to sign the contract at the owner's specified site within specific time and the contractor shall pay the performance bond or submit a bank guarantee letter.

5. A Process Description of Bidding

5.1 Asking for bid

Dear Sirs,

Please give me an estimate for furnishing office rooms on the 20th floor, Ansha Building. A copy of the detailed requirements is enclosed for the purpose of the estimate. If we proceed with the order, use this as the basis for furnishing.

The job is required to finish no later than 6 May 2008 and delivered for use on or before the succeeding Monday. We hope to receive your estimate for the job by 15 April.

Yours faithfully

× × ×

(Reply to the above case)

Dear Sirs,

We are sending you, as requested, a copy of our estimate for furnishing 12 office rooms on 20th floor, Ansha Building, and according to the detailed requirements that you sent us the price per square meter being US \$30.

We look forward to your order.

Yours faithfully

× × ×



5.2 Invitation for bid

Invitation for Bid

We invite bidders who are registered with the Administration of Industry and Commerce to participate in the bidding for the construction of a new harbor near ABC city. General terms and conditions together with the blueprints and technical requirements can be obtained from the Business Department of the Harbor Administration against payment of \$50 for each copy.

All offers are to be sent to the above department at No. 123, ABC Street, DEF city marked with the name and number of the bidder at or before 12:00 noon on Friday, 5 July 2008. Offers should be accompanied by preliminary guarantee issued by Bank of China, equal to not less than 5 percent of the value of the offer.

Any offer submitted after the closing date of the bidder, or the one does not comply with the above terms, will be rejected.

This Administration does not bind itself to accept the lowest or any other offer.

Foreign companies that have no local agents shall be exempted from the conditions stated in the first paragraph above.

(Reply to the above invitation)

Dear Sirs,

Having read the terms and conditions in the official form supplied by your administration, we enclose our bid documents for the construction of a new harbor near ABC city and trust that it will be accepted.

Yours faithfully

x x x

5.3 Open bidding (a sample)

CNCO Bidding Corporation

Notice of Invitation for Bid

The ERT Project

No. 1234

CNCO invites sealed bids from eligible suppliers for the following equipment for the ERT project to be financed with the proceeds of the World Bank Loan by way of international competitive bidding:



HB Detection Equipment 1set

All those who are willing to participate in the bid are kindly requested to contact our office at Sky Mansion with the telephone No. 1234567 to obtain Bidding Document between 9:00 a. m. and 11:00 a. m. from July 15, 2008 (Sundays and holidays excepted) upon nonrefundable payment of US \$ 100 for one set of the Bidding Document. For mail order, an extra of US \$30 express mail postage shall be added.

The last day for receipt of bids by CNCO is 9 a. m. on September 1, 2008. Bids received after this date and time or those are not accompanied by a Bid Bond furnished as provided for in the bidding conditions will not be accepted. Bids will be opened in public at 2:00 p. m. on September 1, 2008 (local time) at the following address: (Omitted)

5.4 Submission of bidding proposals

5.4.1 Covering letter

Gentlemen/Madam,

The following represents item-by-item response from Taylor Electronics Inc. to CNCO 67890 Bid Document No. 9 on HB Detection Equipment for the ERT Project.

The response documents consist of the following:

- ★ Bidding documents, including Bid Letter, Copy of the Bid Bond, Priced Bill of Quantity/Weight, Response to Bidding Requirements, terms and conditions, and technical specification

- ★ Qualification documents

- ★ Item priced bill

Taylor Electronics Inc. is pleased to participate in this bid and is desirous to supply its superior product to your Group.

We look forward to your positive response to this proposal.

Sincerely yours

× × ×

5.4.2 Bid response

Gentlemen/Madams,

In compliance with your invitation to Bid No. CNCO 67890 Bid Document No. 9 for supply and delivery of HB Detection Equipment, the undersigned representative, Mr. Chueng, General Manager, Hong Kong Electronics Co. is duly authorized to act