



复旦卓越·经济学系列

外贸业务实操

International Trade Operation

主编 宋丽娜 袁玮



复旦大学出版社



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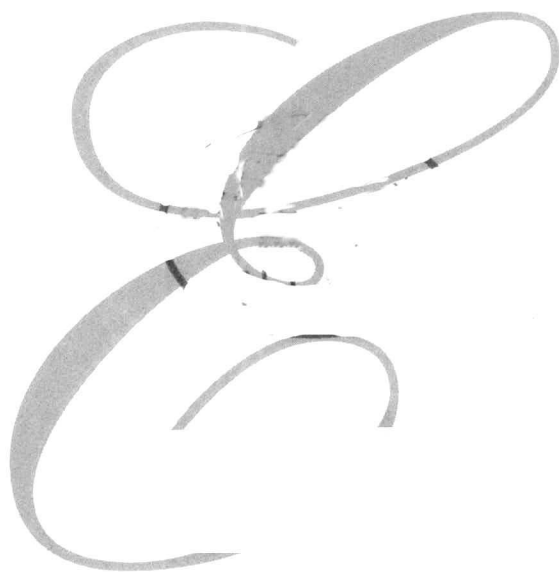
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随着中国国际地位的日益提高和经济一体化及全球化的发展,越来越多的中国企业参与到国际交易中来。我国急需大量掌握外贸技能和知识、能熟练运用英语和国外客户谈判、获得并完成业务和订单的操作型人才。《外贸业务实操》将操作技能与常用业务英语融合,用企业案例来引入和模拟操作技能,读者通过阅读此书能很快理解和感悟企业业务实际,加速入行的步伐。

本书根据外贸业务的交易过程和外贸岗位中业务员、业务助理、单证员、跟单员等的职责划分,将各操作环节归类为五大项目。项目一为交易准备,主要列入了外贸业务员在开展正式交易之前做的一些准备工作,包括市场调查、寻找客户、准备交易事宜、建立业务关系等。项目二为磋商,即外贸业务员与国外客户谈判的各个环节,包括询盘、发盘计算、发盘、还盘计算、还盘、接受等。项目三为签订合同,列入了外贸业务助理为完成合同而必须掌握的技能:货物条款、价格条款、运输条款、保险条款、一般条款的拟写技能。项目四为履行合同,即合同签订后单证员所开展的各项操作环节如催证、申请开展、审证、改证、备货、商检、订舱、报关、装船、制单、审单、结汇、付款赎单、核销、退税等。项目五为业务善后,列入了业务员遇到产品问题如何提出索赔以及如何如何进行理赔的技能。五个项目共计31项技能任务。中英文的描述和操作练习,让学生用英语来系统地学习和实践每一个工作任务和项目情境,从而培养学生双语和操作的综合技能。

本书突出能力本位,将理论知识与实践操作相融合。每一个任务的展开,有明确的操作目标;每一项任务完成之后,设计操作案例,读者可立即模拟角色完成任务。实现边学边练,提高职业技能。

本书吸收了当前最新资料,注重与国际贸易原理、国际市场营销、货物运输与保险、报关实务、外贸单证、国际商法等课程的前后衔接,尽可能保证整个知识体系的完整性和连贯性。

本书可供高职高专院校国际贸易专业选用,也可作为经济、管理、财经、物流等相关专业“国际贸易实务”课程的配套教材。

在编写过程中,本书吸收和借鉴了不少专家学者的研究成果,参考并改编了许多企业的真实案例,在此表示衷心的感谢。由于时间和水平的限制,疏漏之处在所难免,请读者批评指正。

项目一 交易准备.....	001
Project 1 Preparation for Business	001
Task 1: Formalities for Business (交易流程).....	002
Task 2: Market Research (市场调查)	008
Task 3: Find a Client (寻找客户)	015
Task 4: Establish Business Relations (建立业务关系)	024
Task 5: Check Credit of Client (客户资信调查)	032
Task 6: Training (综合训练)	037
项目二 磋商	039
Project 2 Negotiation	039
Task 1: Inquiry (询盘)	040
Task 2: Trade Terms (贸易术语)	044
Task 3: Calculate the Price (计算价格).....	062
Task 4: Offer (发盘).....	079
Task 5: Re-calculate the Price (还盘计算)	083
Task 6: Counter-Offer (还盘)	089
Task 7: Acceptance (接受)	091
Task 8: Training (综合训练)	092
项目三 签订合同.....	098
Project 3 Signing a Contract	098
Task 1: Signed Letter (签约函)	099
Task 2: Checking Computations (出口成交核算)	101
Task 3: Format of Contract (合同格式)	106
Task 4: Commodity Related Clauses (货物相关条款)	119
Task 5: Clauses of Price (价格条款)	130

Task 6: Clauses of Transport (运输条款)	132
Task 7: Insurance Clause (保险条款)	143
Task 8: Clause of Payment (支付条款)	151
Task 9: General Terms (一般条款)	171
Task 10: Practice (综合训练)	177
项目四 履行合同	184
Project 4 Execution of Contract	184
Task 1: T/T in Advance (前 T/T 支付方式下的合同履行)	185
Task 2: Letter of Credit (信用证支付方式下的合同履行)	229
Task 3: D/P at Sight (即期付款交单方式下的合同履行)	281
项目五 业务善后	308
Project 5 Claim and Compensation	308
Task 1: Inspection (商检)	309
Task 2: Claim (索赔)	313
Task 3: Settlement (索赔解决)	316
Task 4: Practice (综合训练)	319

项目一

交易准备

Project 1 Preparation for Business

Tasks in the Project: 项目任务

任务一: Formalities for Business	交易流程
任务二: Market Research	市场调查
任务三: Find a Client	寻找客户
任务四: Establish Business Relations	建立业务关系
任务五: Check Credit of Client	客户资信调查
任务六: Training	综合训练



项目内容介绍

本单元主要介绍了国际贸易最初的准备工作：市场调查、寻找客户、与客户建立业务关系以及对客户的资信情况进行调查等。最后在任务六中安排相关模拟训练。



学习技能目标

- 1. 初步了解国际交易的具体过程
- 2. 通过交易会、网络等方法找到相关客户
- 3. 能通过拟写建交函来联系客户并建立业务关系
- 4. 能对目标客户进行资信调查,完成资信调查表



学习知识目标

- 1. 国际贸易进出口流程
- 2. 建交函的写作格式、层次和写作技巧
- 3. 了解客户资信调查常用的三种方法

In export and import business, we are doing business in international market and dealing with foreign clients. It is quite complicated and most changeful so business preparation is quite important and necessary.

As an exporter, we must make sure we've already done the following things before trade: 1) investigating foreign market; 2) getting familiar with the available suppliers for our goods; 3) choosing clients and establishing business relations.

As an importer, the preparation includes two aspects: 1) investigation; checking the market price, supply, and clients; 2) establishing business relations.

In this project, you are required to get well prepared for international business. You'll finish the preparation in five tasks: Task 1: formalities for business; Task 2: market research; Task 3: finding a client; Task 4: establishing business relations; Task 5: checking credit of client. After you finish these tasks, there will be "compound training" for you to practice the above five skills.

The first task — formalities for business — is designed to help you have a general idea of international trade. After reading this part, you will know the whole process of trade.

Task 1: Formalities for Business (交易流程)

As a beginner in international trade, the most important thing you want to know is what you should do in export and import business, though it is not so easy for you to read it now because you need a lot of basic knowledge first. However, after grasping all the basic knowledge, your patience might dry up. Thus in order to cater for your great curiosity, in this first task section, we will give you a general idea of the export and import procedure. That is to say sometimes you cannot understand something completely for you lack basic knowledge. After finishing the rest four projects, you will understand this part completely when you read it once more. So don't worry about it.

交易准备主要包括调研目标市场、寻找目标客户、建立业务关系、做好资信调查等。

client: 客户

business preparation: 交易准备

investigate: 调研

available supplier: 现有的厂家

business relations: 业务关系

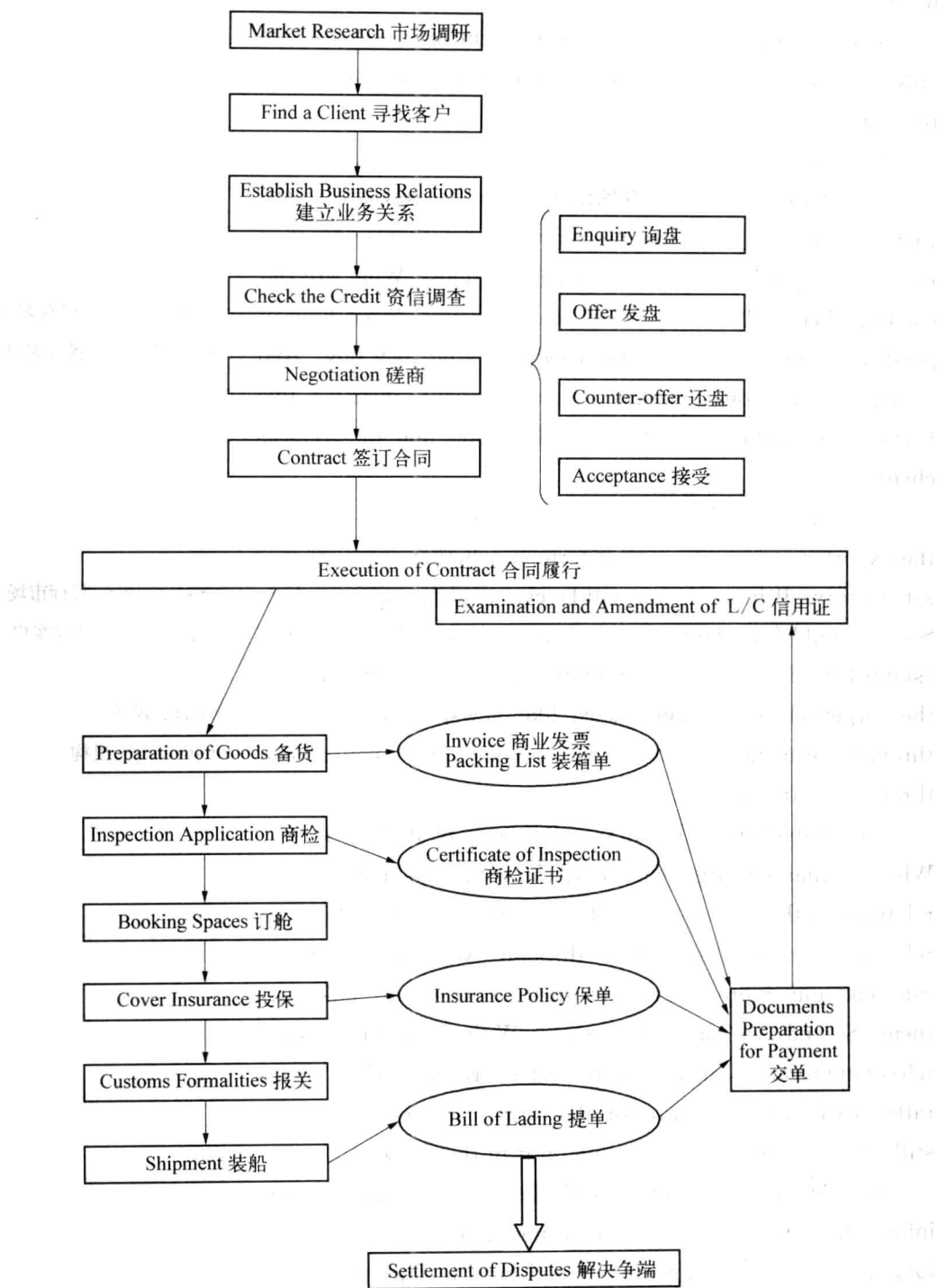
formalities for business: 交易流程

checking credit: 资信调查

compound training: 综合训练

procedure: 流程

1. International Trade Flow Chart (国际交易流程图)



The above is a flow chart for general international business.

Then we will briefly explain each item in it and you are only required to have a general idea of international trade procedure.

2. General Procedure (一般流程)

(1) Market research (市场调研). Market research means that traders will collect the information about clients. Most of the time they will ask the following questions: What are our existing clients? What are our potential clients? What kind of goods or services do our clients need? Why do they buy? And so on. International market research usually includes two parts: investigation of international market and of overseas clients.

(2) Finding a client (寻找客户). After market research, the exporter or importer will determine whether the market is satisfactory. If it is, then it will be classified as target market. So we should find the potential client or target client here and establish business relations with them. Generally we can find the target client through media like newspaper, magazine; through recommendations from friends and institutions; through the Internet, etc.

(3) Establishing business relations (建立业务关系). When we find our target client, we can try to establish business relations with them. Generally we will establish business relations with the target client through two ways: First, we can send our representative to their country and talk with them; Second, we can write to them. With the development of telecommunication, most traders prefer writing to their clients rather than visiting them, for the former way is cheaper but still effective. So we are focusing on it in this book.

(4) Checking the credit (资信调查). It is difficult to get information about the credit and economic status of our client a long distance away. However, you'll have to take the risk of being cheated if you do not know your client enough.

flow chart: 流程图

existing client: 现有客户

potential client: 潜在客户

target market: 目标市场

target client: 目标客户

media: 媒体

institution: 机构



So after setting up business relations with our clients, we should check the following things about them: capital, reputation, variety of goods, number of personnel, record of business and so on.

(5) Negotiation (磋商). After establishing business relations, the exporter and importer will send inquiry and offer. Usually the importer will inquire the price and write the inquiry letter and the exporter will offer the price that is called offer letter. Generally the negotiation procedure can be divided into four stages: inquiry, offer, counter-offer, and acceptance, among which “offer” and “acceptance” are the most important. After acceptance, importer and exporter can sign a contract.

(6) Signing a contract (签订合同). After offer and acceptance, the importer and exporter can write a contract agreement. All the former letters are evidence of the contract.

Generally the contract takes two forms in our country: sales contract and sales confirmation. The contract contains all the terms and conditions the traders have reached in negotiation stage such as name of commodities, specifications, price, quantity, quality, packing etc.

(7) Execution of contract (合同履行). After signing the contract, the buyer and seller will perform the contract. According to U. N. CONVENTION OF CONTRACTS FOR THE INTERNATIONAL SALE OF GOODS (联合国国际货物销售合同公约), the buyer and seller have the following obligations:

Chapter II: Obligations of the Seller. Article 30: The seller must deliver the goods, hand over any documents relating to them and transfer the property in the goods, as required by the contract and this Convention.

公约第二章第三十条规定：卖方必须按照合同和本公约的规定，交付货物，移交一切与货物有关的单据并转移货物所有权。

Chapter III: Obligations of the Buyer. Article 53: The buyer must pay the price for the goods and take delivery of

capital: 资金

reputation: 信誉

personnel: 员工

record of business: 交易记录

inquiry: 询盘

offer: 发盘

inquire: 询问

counter-offer: 还盘

acceptance: 接受

contract: 合同

sales contract: 销售合同

sales confirmation: 销售确认书

terms and conditions: 合同条款

specification: 规格

《联合国国际货物销售合同公约》(United Nations Convention on Contracts of International Sales of Goods)是由联合国国际贸易法委员会主持制定的,1980年在维也纳举行的外交会议上获得通过。公约于1988年1月1日正式生效。1986年12月11日,我国交存核准书。截至2010年8月,核准和参加该公约的共有76个国家。

them as required by the contract and this Convention.

公约第三章第五十三条规定：买方必须按照合同和本公约规定支付货物价款和收取货物。

① About L/C (关于信用证). The full name of L/C is "letter of credit". It is a written commitment to pay, by a buyer's or importer's bank to seller's or exporter's bank. An L/C guarantees payment of a specified sum of money to seller if he meets precisely the conditions and terms in the L/C.

Usually at the beginning of contract fulfillment, L/C is the first step if the contract is under L/C payment. It is preferred by both parties, especially the seller. If the seller finishes all the things, the bank must pay. So in international trade, the exporter will require to get an L/C before making the goods ready because if the seller prepares the goods first, it will be a big risk for the seller if the buyer goes back on his words.

② Preparation of goods (备货). After getting the correct L/C, the exporter should make the goods ready. In this stage, the exporter must supervise the production process to guarantee that the quality, performance, packing, and specifications etc. comply with the contract.

③ Inspection application (申请商检). According to relative laws and regulations, the goods should be inspected. Generally the popular reasons for goods to be inspected are: The exported goods are listed in the Legal Inspection Catalogue^①; The L/C or contract regulates that the goods should be inspected; In order to avoid future disputes, the exporter and importer will make the goods inspected.

④ Booking spaces (租船订舱). In international transportation, the relative parties are: carrier, shipping agent and owner of the goods. There are varieties of ways to deliver

written commitment: 书面保证

guarantee: 保证

conditions and terms: 条款

supervise: 监督

relative laws: 相关法律,指的是《中华人民共和国进出口商品检验法》、《中华人民共和国进出境动植物检疫法》、《中华人民共和国过境卫生检疫法》、《中华人民共和国食品卫生法》等。

carrier: 承运人

shipping agent: 货代

^① Some law or regulation stipulates that the goods must be inspected before being exported.

the goods: by ocean, by rail, by road, by air, etc. In order to deliver the goods cheaply and effectively, the buyer and seller should design a proper transport clause, choose an appropriate transport method and have the general knowledge of transport.

⑤ Covering insurance (投保). Due to the long distance between export and import countries, the goods may experience more risks in transit. In order to safeguard the benefits of traders, the exporter or importer should cover insurance for their goods. Usually the exporter and importer should follow the steps listed here:



⑥ Export customs formalities (出口报关). The goods will be supervised when you declare to the customs. Clearance is compulsory in international trade.

⑦ Shipment (装运). With release stamp from customs, the goods can be loaded to the conveyance. According to different trade terms, the seller is required to load the goods in different places. You will be quite acquainted with this after you learn these terms in the following sectors.

⑧ Documentation (交单). It is a principle for the payment to be exchanged with documents. It is impossible for the payment to be exchanged with goods because there is long distance between export country and import country. Thus in international trade, we use documents. The documents represent the goods.

⑨ Checking the documents (审单). Documents are

transport clause: 运输条款

cover insurance: 投保

supervise: 监管

declare: 申报

release stamp: 验讫章

trade terms: 贸易术语, 又称价格术语 (price terms), 是在长期的国际贸易实践中产生的, 用来表示成交价格的构成和交货条件, 确定买卖双方风险、责任、费用划分等问题的专门用语。

documents: 单据

very important to the importer. It is not only payment equivalents but also credentials to check whether the goods are in accordance with the contract. So the importer and his bank should check the documents offered by the seller as carefully as possible.

⑩ Payment (支付). If there are no mistakes in the documents, then the payment will be effected. There are a lot of ways in international trade to pay, for example, T/T (telegraphic transfer 电汇), D/P (documents against payment 付款交单), L/C (letter of credit 信用证) and so on.

⑪ Collecting goods (提货). Getting the documents, the importer can prepare to take the goods. Similarly, the importer should also make the goods inspected and declared before unloading. After import declaration, the buyer can take the goods from the carrier.

(8) Settlement of disputes (解决争端). A dispute arises when one of the parties is unable to fulfill its responsibilities according to the contract.

After getting the goods, if the buyer finds some problems in quality, quantity, packing or other aspects, he may lodge a claim.

Generally there are three popular ways in international trade to settle the disputes: mediation by negotiation, lawsuit and arbitration.

Task 2: Market Research (市场调查)

With the knowledge of import and export formalities, now we can learn each step of one international business. Generally the first step for the importer and exporter is investigating the market.

As a trader we should be quite familiar with the target market. At this step we usually will collect three kinds of information: information about the country or region; information of market; information of clients. The following table shows the contents of your investigation.

lodge a claim: 提出索赔

mediation: 协调

lawsuit: 诉讼

arbitration: 仲裁

investigate: 调查

content: 内容

investigation: 调研

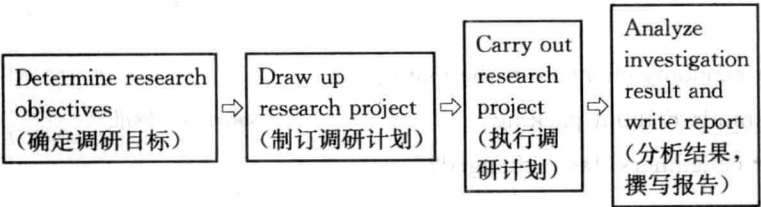
1. Contents of Market Research (调查内容)

Information of country or region	In this <u>category</u> you should get the <u>macro-factors</u> of the country: General situation: population, area, language, etc. Politics: policies, <u>trade relations</u> with our country Economy: <u>abundant</u> resources, GDP, employment Foreign trade: <u>trade volume</u> , <u>trade partners</u> , etc.
Information of market	You should know your product and market: Salable product requirements: <u>variety</u> , <u>specifications</u> , material, color, packing and brand Market competition: main <u>suppliers</u> , main consumers, <u>market volume</u> Marketing channel: wholesalers, retailers, agents <u>After-sales service</u> : <u>supply of spares</u> , training, protecting and maintaining
Information of client	Political attitude: political background, attitude Social class: position of the client in economy and politics

category: 部分
macro-factors: 宏观因素
general situation: 概况
trade relation: 贸易关系
abundant: 充裕的
trade volume: 贸易额
trade partner: 贸易伙伴
variety: 种类
specification: 规格
supplier: 供货商
market volume: 市场容量
after-sales service: 售后服务
supply of spares: 配件供应

With the above information, we dare to trade with the client. Then here comes the second question: How can we get the above information? So this is the skill we will learn in this section.

Generally we should follow the following four steps:



2. Investigation Procedure (调查过程)

(1) Determine research objectives (确定调研目标).
Generally you will have some problems about the market. For example: You are not familiar with the market; You don't know whether your goods are salable in the market; Or you want to find out the reason why your goods are not salable in

familiar: 熟悉
salable: 适销的

the market. These problems are your objectives to investigate the market.

Finding problems is quite important in international trade.

Suppose you were an exporter of garments. Recently the sale of garments is decreasing. Now you should find out the problems or reasons.

- Is the packing proper?
- What about the advertisement?
- Should the style of the garments be modified? etc.

So the above problems are your research objectives when you do research of the market.

(2) Draw up a research project (制订调研计划). With the above problems, now you should work out a plan to settle them. This plan is called research project. Generally a research project includes two parts: What kind of information do you need to settle the problem? How to get the information? Let us continue with the above example.

As the exporter of garments, you want to find out what is the main reason leading to the decrease in sales. Thus you list the following information which will help you to determine the root cause.

- Has the consumers' demand of advertisement mode changed?
- Has the culture or economy changed in the market?
- Is there any new standard about packing?
- Has the fashion or consumers' taste changed?
- What about our competitors? etc.

So you should list the above information you need. And it is your research project.

(3) Carry out the research project (执行调研计划). Carrying out the research project means to collect, process and analyze the data information. Generally we will entrust some "research corporations" to do it for it is comparatively effective

objective: 目标

garment: 服装

research objectives: 调研目标

root cause: 根本原因
mode: 模式

standard: 标准

research corporation: 调研公司

and cheap.

Usually, to a trading company, carrying out a research project includes three steps: select a reliable research company; communicate with these companies; sign the contract of market research.

① Select a reliable research company (选择合适的调研公司).

More and more research companies have emerged in China with the increasing demand of market research. Then which research company is suitable for you? You should weigh the price and service of market research. The following table^① shows the popular research companies in China for your reference.

中国部分资深市场研究公司名录

盖洛普中国咨询有限公司：国际市场研究的先驱，最早进入中国的美资机构

TNS 市场咨询有限公司：国际专项研究特大型跨国机构

零点研究咨询集团：中国资深研究咨询公司，多领域发展的集团企业

GfK 中国公司：德国的最大市场研究机构

北京环亚市场研究社：中国资深专项研究机构，擅长工业品、汽车、消费品等领域研究

勺海市场研究公司：中国资深市场研究公司，多领域发展企业

艾力森市场研究公司：中国资深营销与满意度研究公司，擅长工业品、地产、药品等领域研究

北京时利华市场调研咨询有限公司：早期专业咨询公司，擅长工业品咨询、研究

北京源流资讯调查传播有限公司：中国资深汽车营销及销售服务机构

新生代市场监测机构有限公司：专业媒介监测机构，英资及专业背景

AC 尼尔森：世界零售研究、电视媒介研究权威机构

大正市场研究公司：中国资深市场研究公司，擅长 IT、日用品等领域研究

恒辉市场研究(中国)有限公司：中国大型研究咨询机构，资深综合性研究机构

广州卓越市场研究公司：中国资深市场研究公司

南京置信市场信息咨询有限公司：中国资深优秀研究公司，资深综合研究机构

① <http://bbs.3see.com/archiver/?tid-21884.html>.