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对美国百货公司 出口贸易指南

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GUIDELINES FOR EXPORTING
TO DEPARTMENT STORES
IN THE UNITED STATES

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**GUIDELINES FOR EXPORTING TO
DEPARTMENT STORES IN THE UNITED
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出口贸易指南**

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**Guidelines for Exporting
to Department Stores
in The United States**

**对美国百货公司
出口贸易指南**

FOREWORD

George E. Voyer, the author of this booklet, is a Vice President of R. H. Macy and Co., Inc., a corporation which operates 67 department stores within the United States and which has an annual sales volume of over \$1 billion. He is a frequent traveller to the world's markets and has had over twenty years experience in the department store industry and international trade.

前 言

本书作者乔治·沃伊尔是梅西有限公司副总裁。 梅西有限公司在美国经营六十七家百货公司。 每年营业总额超过美金百亿元。 作者经常到世界各商业中心旅行。在百货公司企业及国际贸易方面有廿余年经验。

PREFACE

The purpose of this booklet is to encourage producers or exporters of products to offer their merchandise on the United States market and to provide them with some information on the U.S. market and business practices.

Particular emphasis in the following pages is on contacting and doing business with U.S. department stores, a segment of American industry that is vitally interested in importing and in providing new products for its customers.

The expansion of world trade is a policy of both the U.S. Government and the U.S. retail industry. Both realize that trade is a two-way street and that to enable the United States to sell her products abroad, she must open her own markets to the products of other countries.

引 言

这本小册子的目的是鼓励世界各地厂商和出口商向美国市场推销他们的商品，并给他们提供一些有关美国市场和美国商业习惯的知识。

本书内容特别注重怎样与美国百货公司接触和怎样和它们做生意。百货公司是美国商业的一部分，它的主要兴趣是进口货物和供给顾客新产品。

扩展世界贸易是美国政府也是美国零售业的宗旨。政府和零售业都知道做生意必须有来有往，美国要向海外运销产品，就必须把自己的市场开放给其他国家的產品。

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1. THE UNITED STATES AS A POTENTIAL CUSTOMER

The United States is an excellent potential customer for consumer goods from all around the world.

Population

The current population of the United States is about 210,000,000 now with a projection of 237,000,000 by 1980.

Gross-National Product

The Gross National Product of a country is the total yearly value of all the goods and services produced by that country.

The current Gross National Product of the United States is \$1,060,000,000,000 (one trillion and sixty billion), about ¥2,120,000,000,000.

This contrasts with the following Gross National Product figures for other areas (1970 figures).

Western European	\$486,300,000,000
Common Market	(¥972,600,000,000)

1. 可能成为大主顾的美国

对全世界各地的消费货品，美国是个很有希望的大买主。

人口

美国人口现有二亿一千万人，预计到了1980年将达到二亿三千七百万人。

国家总生产

一个国家的总生产就是该国每年所生产一切货物与劳务的总值。

美国现在的国家总生产额是美金1,060,000,000,000元（一兆另六百亿元）大约等于人民币2,120,000,000,000元（两兆亿千二百亿元）。

这个数字与下列其他地区国家的总生产额（1970年统计）作比较：

西欧共同市场

\$486,300,000,000
(¥972,600,000,000)

The United States As A Potential Customer

Eastern European	
Socialist	\$435,000,000,000
Countries & USSR	(¥870,000,000,000)
All Other European	\$247,700,000,000
Countries	(¥495,400,000,000)