

田运银 ◆ 著

# 轻工 外贸实务 英语

实战商务英语系列

Practical English for light industrial  
imports and exports



中国纺织出版社

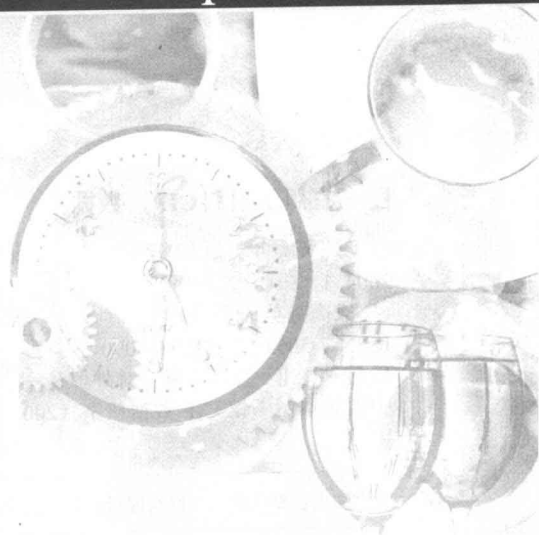
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## 内 容 提 要

本书作者为经验丰富的外销员。本书采用中英文对照的方式,根据作者多年的实际经验,以轻工产品外贸实务为线索,把外贸专业知识、技巧和外贸函电、对话、案例及单证等内容有机地融为一体,理论联系实际、内容实用可靠,信息量大,具有极强的实战性,使读者既可学习外贸英语,又可学到一般教科书上学不到的外贸实务知识。

本书适合外贸人员及外贸专业师生学习、借鉴。

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# FOREWORD

## 前言

国际贸易实务是一门与实际工作密不可分的应用学科，它需要不断地从实际工作中总结出来，又不断地用于指导实际工作。我们学习国际贸易实务，无非是为了掌握三个方面的知识和技巧：第一、促销；第二、盈利；第三、规避风险。最近 20 多年来，科学技术在梦幻般地发展、进步，以信息技术为标志的生产力水平在以惊人的速度不断提高，国际贸易各个环节的运作方式也在与时俱进地朝着更加优化、快捷、合理和有序的方向改进。

我国已加入世界贸易组织，我国经济加速与世界经济接轨，客观上需要大量的拥有全面丰富的专业知识、应变能力较强的复合型外经贸专业人才。但是，作者发现，有不少权威的国际贸易实务教科书里普遍存在着篇幅不小的过时内容，难以从中找到实际工作中许多迫切需要的解决问题的新的方式和方法。但作者苦于水平和能力不及，虽然杞人忧天，却又无法改变那种理论落后于实践、理论背离实际的误导现象。在当今中国书市上，各种应运而生的外经贸英文书籍已不算少，而由中国人用英文将国际贸易实务的专业知识与技巧，结合适量的应用文、对话、业务案例和单证等内容写就的书籍，迄今似乎还很少见到。承蒙中国纺织出版社特约，作者不揣浅陋、不避班门弄斧之嫌，结合自己多年实际工作的经验和教训，斗胆写出这本书呈献给读者，目的在于通过对相关教科书的内容进行相应的补充和修正，能使广大读者学到一些充满 21 世纪气息、实际工作又迫切需要的外贸专业信息、知识和技能，对大家的工作给予一定的帮助和借鉴，从而对我国的外经贸事业做出一点微薄的贡献。

对于这本书中可能残存的错误，恳请读者不吝赐教，作者谨致衷心的感谢！作者的电子信箱地址是：tianyy@wh129.com。

作者一定要感谢中国纺织出版社的领导和姜冰老师！没有他们的热情鞭策和帮助，作者不可能克服重重困难，排除一切干扰，潜心写出这本书。

作者一定要感谢吴锦和李广英两位老师！她们也对本书文字的修改付出了辛勤的劳动，给予了作者很多教益，并且使全书增色不少。

作者还要感谢他的同事李斌先生，感谢他一如既往的鼓劲和加油；同时，还在有关电脑数据的技术处理上自始至终给予作者的全力支持和帮助！

田运银

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# CHAPTER 1

## PRELIMINARY INVESTIGATION

Chinese ancient militarist Sun Zi said in his strategies, “know the enemy and know yourself, then you can fight a hundred battles with no danger of defeat.” When we are engaged in the international economic relations and trade, we must have dealings with clients. Although they are not our enemies but our customers, we still need to acquaint ourselves with them as well as to know the world market and ourselves if we want to successfully sell our products to the world market, or, purchase what we want from the market. Only in this way can we do business well. Otherwise, if we know nothing or just know little about the international market we are facing, or we do not have a definite purpose such as “what we can do in the market” or, “what we need from the market”, etc., we may probably lose our way in this vast market.

### Section 1 Market

First, we should investigate and keep abreast of (了解) the general situations in some countries and regions. These situations include the politics, economy, law, religion, faith, folkway, people's living standard, their interests and hobbies, the climate and their diplomatic relationships with our government, etc.

The situations in certain countries and regions, such as their political systems and legal system, will no doubt reflect their present economic development to a large extent. From the present political situation, we can generally deduce the purchasing power of the consumers over there. Take Argentina for example, from its present



growing crisis and turmoil and serious inflation, we can easily infer that the purchasing power of its consumers can not be very strong. Another example, Iraq, which has long been suffering sanctions from the international society headed by the USA, what is more, the storm of "overthrow the power of Saddam Hussein" was getting more and more violently. Iraqi petroleum could not export abroad freely, Iraqi planes could not fly with freedom, and its imports could not enter into Iraq at will. The whole nation was scared at a tense atmosphere of war and turmoil. From these we can easily imagine how bad the situation Iraq was faced with, let alone its state of international trade. Now, the Saddam power has thoroughly crashed under the navy, ground and air three-dimensional attacks from the US and British United Troops without much fight. We may anticipate that a postwar Iraq will soon become a very attractive world market. When we investigate the international market, we should lay stress on those countries and regions where states are prosperous and people are at peace, and where both political and economic situations are steady, purchasing power is strong and business risks are comparatively small.

Folkway and folk - custom is a mirror reflecting the quality of the nation to a certain extent. We can grasp some business chance through this mirror. Almost every Chinese people who has ever stayed in the western advanced countries for some time can confirm that on the buses there, passengers always strive to be the first and fear to lag behind to offer their seats to those old, weak, sick, crippled persons, pregnant women and the people with child in the arm; and that one can never find some uncivilized phenomena such as to scramble for seats, talk loudly in the public places, smoke, spit and litter anywhere, etc. Many Chinese businessmen were deeply moved by their personal experience in Japan. When at the crossroads of streets, almost all the Japanese, men or women, old or young, would be sure to conscientiously and patiently wait until the traffic lights change into green, even when it is late at night and there is no police nor traffic on the spot at all. As we know, there is few countries that import organic fertilizer (i. e., manure fertilizer 有机肥) in the world, but Japan is among this minority. In the Japanese market, there are two kinds of vegetables: one is grown with organic fertilizer. This kind of vegetables taste delicious and have bump nutrition. The other kind is planted with inorganic fertilizer (i. e., chemical fertilizer, such as carbamide 尿素, superphosphate 碳酸氢氨, etc). Both taste and nutrition of the latter are much inferior to the former ones. Because of this the organic - fertilizer - manured vegetables are sold at much higher prices than those inorganic - fertilizer - applied ones. So there are always different kinds of labels on the vegetables for dis-

crimination and the consumers seldom suffer any deceit. Each Japanese businessman usually has two mobile telephones in their pockets, one is used for their business affairs and the other is especially ready for their private usage. Except for some extraordinary occasion, they will never use the company's mobile to talk any of their private things. In 1998, when the financial crisis occurred in some southeastern Asian countries, there was a serious shortage for foreign exchange in the Republic of Korea (i.e., the South Korea). At hearing of this, the Korean people largely sold their own foreign currency or gold to the government one after another of their own accord. Many people even contributed their private foreign currency and gold to the country to help the government survive the crisis. Such patriotic ardour of the Korean people is really affecting. While in some backward African countries, political situation is often at a state of turbulence. There is not an integrated law system. Banks and business enterprises there don't enjoy much reputation — they both often join hands with each other to bilk (诈骗) the foreign exporters in the international trade and sometimes even make many of them lose both goods and money. So, when we investigate the international market, we had better choose those countries and regions where folkway are honest and simple, people are disciplined and peace keeping, and with comparatively higher country quality. As for those countries and regions with inferior quality and commercial reputation, even if we are unable to close the door to them all without any exceptions, we should open our eyes more widely and be more careful when we are doing business with them, in order to avoid being trapped some day.

Generally, one country's income determines its consumer level, and consumer level controls the country's purchasing power. For instance, in Afghanistan at present, most of their basic daily necessities are supplied by the international society, so we cannot count on them to import our watches, television sets, refrigerators, micro-stoves, etc. at large scale within a short period of time.

Climate is also a very important part of our investigation in the international market. We have to know this lest some day we may make any ridiculous drolleries such as to push the sales of electric fans to the Eskimos residing nearby the Arctic Circle and goose down-filled quilts to the Polynesian scattering on the southern Pacific Ocean.

Religion and faith, the people's interest and hobbies, etc., do have close connections with the consumers. For example, hadj (朝拜) blankets, Arab gown, etc., are only suitable for the Islamism countries, while shavers, dancing shoes and so on are not.

Besides, the diplomatic relationships between the consuming countries and ours

are one of the unneglectable factors. As we know, one country's diplomatic policy is to serve its foreign economic relations and trade, and in return, the foreign economic relations and trade must submit to the country's needs of diplomatic policy. The USA and the EU (the European Union) are two most important world markets of our export products. Unfortunately, however, at the end of the 1980s and the early 1990s, most western countries launched sanctions to our government under the flag of democracy. Under that condition, anyone can imagine how difficult it was to push the sales of our products to these countries and regions. Much exported goods even had been returned home after being shipped to the importing countries and then rejected by the local customs. Numerous enterprises have suffered heavy loss during that time. The Shanghai Cooperative Organization, founded by China, Russia and other four western Asian countries at the end of the twentieth century, not only favourably developed the diplomatic relations between China and its northwest border-linked countries, but also greatly promote mutual international economic relations and trade in these areas. The USA bombed the Chinese Embassy in the former Yugoslavian Union in 1999, again in 2001, one US military scout piled up our army's plane in the sky over South China Sea. All these kinds of political accidents have inevitably and greatly injured the Sino-US bilateral relation within certain periods. And the economic relations and trade between the two countries have also been influenced correspondingly. Although no businessmen can control the diplomatic relations between the countries, they may presume the matter, and then make full use of these factors.

Second, investigate and get to know the characteristics, functions, and specifications of some goods in the world market, get to know the status of supply and demand of these goods, and their similarities and differences compared with the similar products of our own.

Residents all over the world grow up and live in the respective and distinctive environments. These different conditions and surroundings gradually formed their own particular life styles. Their own faith, their own hobby, their own love and hatred, etc., all are quite different from others'. Most light industrial products are closely connected with people's daily life. It is reported that, every year, more than 25% of the international trade value is linked with light industrial products. However, some living necessities prevailing in certain countries and regions very probably cannot find any market in other countries or regions. Take dining for instance, when people are eating something at table, the Easterners, like us Chinese are accustomed to using chopsticks, while the Westerners use knives, forks and spoons, Indian and Pakistani,

etc., directly use their own hands. Even if the common articles are useful to everybody, there are still large differences between the countries and regions. For example, everyone needs shoes, but the southeastern Asians' feet are commonly thin and short, the Westerners' long and large, and the Arabian and the Africans' are generally fat and large. To investigate into this can greatly help us avoid any aimless and fruitless shoot and then properly produce and make some marketable export products.

Since the USA and west European countries are well developed both in politics and economy, people there desire for considerably high living standard. Having brand names in their minds, they advocate and pursue famous brands and pay much much attention to their own health and entertainment. Price one or two US dollars more or less does not matter. Some countries even prescribe that any imported footwear materials cannot contain azo (偶氮) or any other poisonous and cancer - causing substances. On the contrary, in some less developed and comparatively backward countries and regions in Africa, the southern and western Asia and Middle East, it is impossible for the people there to pay much attention to the health protection. It seems that all their enquiries to the market are nothing but food and clothing. Although there are abundant petroleum resources in the Middle East and so on, and therefore most of the native inhabitants are very rich, large majority of local labourforce comes from other poor countries and regions. These labourers compose an enormous and pauperized (贫民化的) market.

Third, investigate and find out the main suppliers of the products, the capacity of the market, the prevailing price level, etc. of some products in particular. If we are to deal in some kinds of commodity, it is quite necessary for us to know the above - mentioned respects. This will benefit us a lot in reducing our blindness and adding to our consciousness.

## Section 2 Commodity

1. Know the specifications, characteristics and capabilities of our dealing products.

There are numerous kinds of light industrial products with different function and characters. As dealers, it is undoubtedly necessary to investigate and roughly grasp the characteristics, capabilities, and specifications of some commodities we are, or, to deal

in. Owing to the limitation of our personal energy and ability, we are unable and unnecessary to be as accomplished as the engineers or the designers of the products. But this is by no means mean that we are allowed to know nothing or know little about our dealing products, such as their different materials, their basic usage, their general workmanship and prevailing prices and so on. Either as exporters or importers, we must have certain preliminary knowledge on the commodities we are to export or import. Take shoes for example, we must have some rough idea about their different kinds, specifications, styles, lasts (楦型), characters together with their different materials, packages, costs, prices and so on. Another example, stationery (文具) like paper series, we must be familiar with the respective specification, characteristic, capability, and general price level of newsprint (新闻纸), writing paper (书写纸) and art paper (铜板纸); their specifications, the dimensions and uses of normal size (正度) and large size (大度), etc. These basic knowledge is very necessary in business. If we as sellers, don't know our dealing products, our clients will easily lose confidence in doing business with us and then we will probably lose the chance to do transactions; and as buyers, if we are ignorant of what we are going to import, we cannot work out a perfect contract, which will bring about much trouble later on in the real transaction. Most foreign merchants are very familiar with their dealing commodities; many of them can even be called experts. When they seek the sellers in the market, the sellers' specialized proficiency in the commodities usually becomes one of the very important parts of their choice. In the business discussion, if we can use our abundant specialized knowledge to recommend our commodities to them and satisfactorily answer their concrete questions, they will probably be convinced of our specialty and competence (称职). When they believe that we are not laymen (外行) and feel they have "common language" with us in the business, their confidence of doing business with us will soon be increased. Otherwise if we can just say "no" to our clients for each question in the business discussion, or, to answer beyond the questions, then, needless to say, we will inevitably lose the chance of transactions.

2. Be familiar with the productive scales and the level of productive forces of our own enterprise. These include the existing equipment and their characteristics and capabilities, our leaders' ideals, aims and art of management, the quality of the labour force and etc. There are always various kinds of products in the market. Some of them are even of the same type, but because of different materials, machines with which to produce them or production procedures, and different enterprises with different ideals and purposes and etc., the products may therefore be quite different both in the ap-

pearance and quality. In the market, there are also different clients. Some are willing to pay high prices for high quality products, while some are especially interested in those low – grade products with cheaper price. However, within a short period of time, our productivity level cannot be changed easily. And nobody is able to satisfy the buyers with different requirements. If we do not know ourselves very clearly, but blindly optimize and commit all the orders beyond our capability, we will not only lose the orders but also under mine the reputation to the clients at last. This kind of idea is really an unwise tactic.

3. Know the development in economy and natural conditions of our own district and find out the sales possibilities of our products in some other countries and regions. After more than 20 years of reforms and opening to the outside world, the big gap between the East and the West in China becomes more and more obvious. Why has the East been developing faster than the West? We cannot ignore their advanced and convenient communication conditions with land, sea and aviations, fast and well – informed information resources, all kinds of talent with good academic education and well specialized trainings, agile(灵活) and applicable(务实) values, favourable and comfortable investing environments. It would be only strange that the coastal areas of southeastern China did not develop by far ahead of other districts in economy in China up to now. If we are not aware at what district we are situated, or under what external conditions we are at present, we could hardly do anything according to the fact. So, we must practically and realistically plan our production in line with local conditions, orientate our enterprise and products to a moderate position and reasonable grade, do anything within our capability to develop, exploit and produce some marketable export products, adopt concrete tactics of pushing sales, and then successfully sell these products to the international market.

### Section 3 Clients

Clients and market are absolutely essential media and bridges connecting producers with consumers. Without clients, just like one wants to use electricity to start machines with no conductors, Once it's unimaginable. Thus, finding business companions becomes a very important and heavy task at this stage. Usually, we seek and get acquainted with our clients in the market mainly through the following channels:

### 1. Attend international fairs

The exporters exhibit their commodities in the fair for the clients to visit, compare and select. Once the clients are interested in our products, they will be sure to make enquiries and discuss concrete business with us. If they think the other conditions also meet with their anticipation, they will continue to contact us and even to conclude transactions with us. This method is very simple and direct. It is one of the most effective methods and therefore is extensively used in the international trade.

It is relatively expensive to attend international fairs abroad. Including the charges for the booth leasing, advertisement, exhibition tools, the exhibitors' flight tickets to and fro, the board and lodging charges and so on, plus freight charges, and customs – clearing duties and charges of the exhibits, it totally will be about RMB 80,000 to 100,000 *yuan* budgeting on one person and half of a booth in one European or American exhibition. Domestic exhibition will be much less expensive in China. But it at least will not be less than RMB20,000 *yuan* or so for one exhibition. Of course, this is just the viewpoint of those common merchants who are not very rich. Some ten thousand *yuan*, indeed, is hardly worth mentioning to those big shots. Believe it or not, it was said that what some large companies spent each time on the decoration of their booth in the Guangzhou Fair alone is about RMB 1.5 million *yuan* or so. This did not include other relative exhibition expenses. To be frank, in China today, there are numerous merchants who may spend money like water; at the same time, there are also many business enterprises which are not very wealthy yet.

In China, the greatest international fair is none other than Chinese Export Commodity Fair fixed in Guangzhou (i. e., Guangzhou Fair), which began from 1957, held twice a year in spring and autumn respectively, which is very famous in the world. The advantages of the Guangzhou Fair are its broadness in scale, its profound influence, numerous exhibitors and visitors and great value of transactions. The Guangzhou Fair is a comprehensive one. There are too many things to see. It is not exaggerated at all to say “all – inclusive”.

But it has been reported recently that many famous Chinese companies such as Szechwan Changhong, TCL and etc., did not attend the Guangzhou Fair last autumn. It is obvious that such great international fair is good for displaying and propagating our export commodities together with our enterprises in the world, and for promoting and expanding the sales of our commodities to the international market. Such important functions can never be substituted by some other ways. However, there is

no need for reticence that many shortcomings do exist . One of the most protruding shortcomings is that Guangzhou Fair is too great in scale and every time it opens for too long a period. Almost all the Chinese export products gather there. It makes the Chinese export commodities too open to the foreign merchants and there is nothing mysterious and allow the foreign clients too much time to choose and bargain. Many foreign merchants know the Chinese market far more than we Chinese ourselves do. Under such circumstances, many domestic exhibitors, to gain orders and clients, spare no expenses to drop their own prices one after another without concerning the costs and surrender margin of profits submissively to the foreigners in vain. Therefore, Guangzhou Fair especially benefits those enterprises that are not known or not very famous, and those whose products have not found a good sale in the international market. To such enterprises or companies, attending Guangzhou Fair will bring them more advantages than disadvantages. On the other hand, to those famous and well - known enterprises and their products, the function of the Guangzhou Fair is exactly on the opposite side, its defects exceed the merits.

Here are some examples of business correspondence to invite the clients (e.g. 1.1):

**E-mail out**

*To . Moon Light Electric Co . , Ltd .*

*Dear Mr . Mohamed Ali ,*

*We have not contacted with each other for quite some time . We hope you are getting on well with your business .*

*The new session of Guangzhou Fair is coming . You are welcome to the fair . Our booth number in this fair is 7.3A24 (Booth No.24, Lane A, 3<sup>rd</sup> Floor, Hall No.7) . Our representative Mr . Li Wei will be there between Oct . 25 and Oct 30 . We are expecting to discuss further business with you there by then .*

*Thanks and Best Regards*

*Li Wei*

*From Hubei Cheng Xin International Trading Corporation*

**E-mail in**

*Dear Mr . Li Wei ,*

*Thank you for your E-mail dated Oct 9 .*

*We will leave for Singapore on Oct . 23 and stay there for 2 or 3 days . After that , we plan to fly to Hong Kong on about Oct . 26 . Then go to Guangzhou by train the next day . If it is possible , we will come to your booth directly on Oct 28*



*morning. In case anything has changed, we will inform you in due course. We hope to have your new samples together with your favourable prices and place some orders with you there.*

*Best Regards*

*Mohamed Ali*

(Notice: In the text thereafter, for the sake of simplicity, business correspondence examples will be given only in the form of the main body, and the complimentary parts will be omitted.)

## **2. Set up our own web site or web pages**

Accompanying the birth and rapid development of Internet, foreign economic relations and trade enterprises have been setting up their own web site or web pages ("web pages" here means a small web site, namely, there is only a couple of pages on this kind of web site, and the expense is lower). In this way, they can display their series of photos of products on the web pages. When the clients login the web pages, they can catch everything at a glance of them. Through the web pages on the Internet, clients can easily get our catalogues. The contents on the web can be freely revised and changed at any time. The cost of this kind of catalogue is not high. According to its scale, the yearly average expenses for one web is between some hundred and some thousand RMB  *yuan*. The only shortcoming for the web is that the clients cannot see the samples through it. If the clients are not quite familiar with the enterprises and their products, they must conclude the transaction according to the samples.

The following is an example of a preface on one web (e. g. 1.2):

*Wuhan Xinda Group Company Ltd. was established in 1988, which is a multiple - business enterprise group ranked national grade. There are more than ten business branches at home and abroad, widely practicing shoe - production, import and export trading, hotel management, breeding, forest development and other industries.*

*Footwear manufacturing is the group's core industry. There are five mechanized shoe - making production lines in the company with the annual production capacity of 1.5 million pairs. Its products mainly include various machine stitched, cement, PU (polyurethane), PVC (polyvinyl chloride), TPR (thermoplastic rubber) injected working shoes as well as various series of waterproof shoes, hikers' shoes, bowling shoes and a variety of children's shoes. All of these products are sold*