



新世纪应用型高等教育
行业英语类课程规划教材

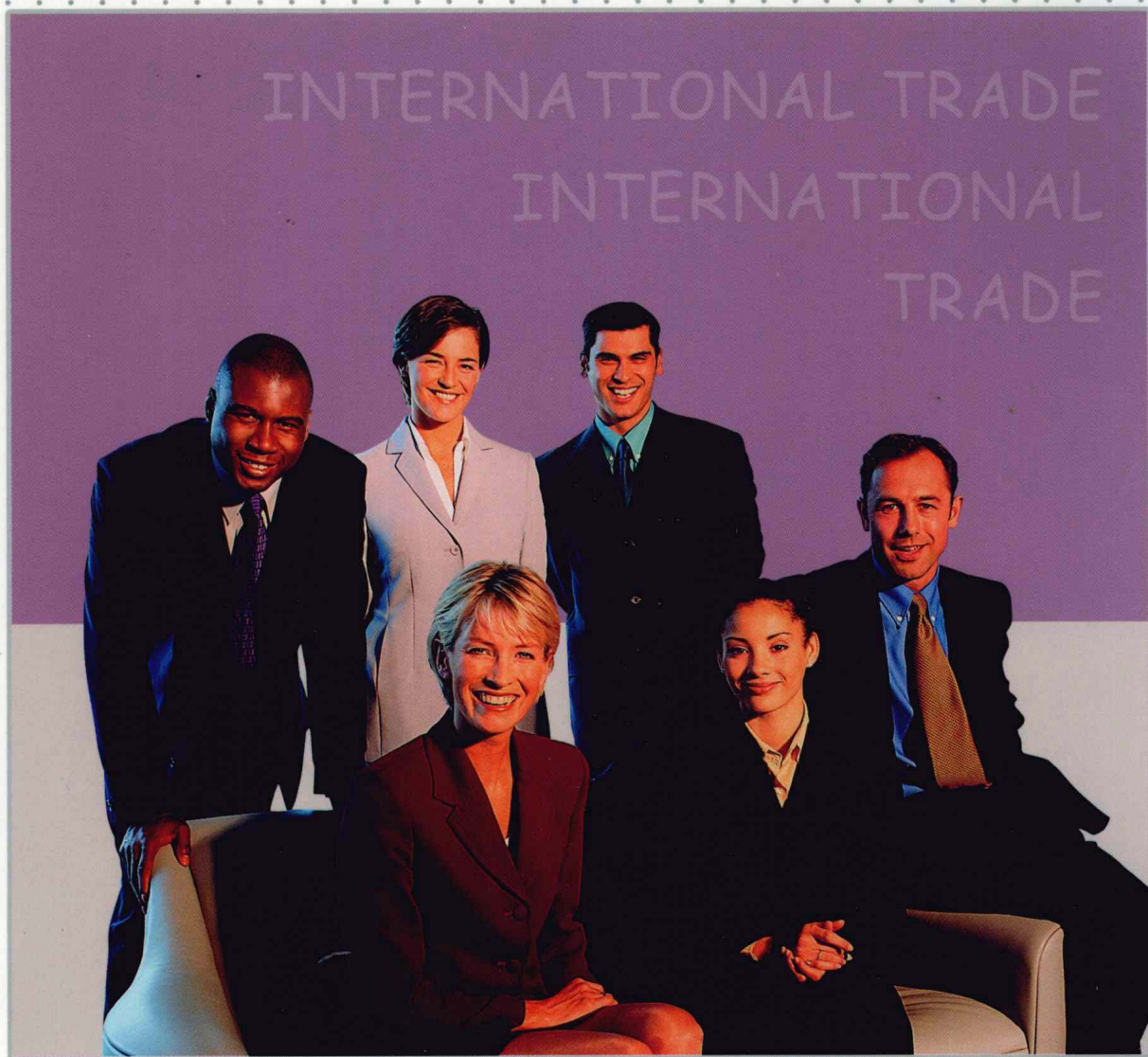
PRACTICAL ENGLISH

实用英语

(国际贸易类)

新世纪应用型高等教育教材编审委员会组编

主编 熊·英



大连理工大学出版社



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前 言

随着英语教学改革实施,大学英语高年级教材的需求也在日益增长。为此,我们编写了新世纪应用型高等教育行业英语类课程规划教材——实用英语系列。本系列教材以满足本领域学生对于英语学习的需求为目的,力求以新的教材编写理念培养学生未来工作和学习所需的实用英语技能,在巩固与拓宽现有知识和技能的基础上,提高学生的英语应用能力。本系列教材应用面广、实用性强,符合教育部“大学英语教学改革工作”所确定的加强实用性英语教学,全面提高大学生英语应用能力的教学改革方向。

21 世纪是经济日益全球化的世纪,中国与世界各国的交往日益频繁,国际贸易事业迅速发展。当前,我国对具有良好的英语基础、了解国际惯例、熟悉国际贸易市场操作规则的国际商务人才的需求量在不断地增加。《实用英语(国际贸易类)》将英语基础和外贸业务知识相结合,旨在帮助大学高年级学生在进一步提高英语水平的同时,熟练掌握对外贸易业务流程及常用基本术语,提高外贸英语口语的表达能力及商务信函的写作能力,在竞争激烈的经贸领域中占据优势、取得佳绩。

本教材借鉴了国内外“国际贸易英语”相关教材的结构体系,紧密结合我国国际贸易业务的实际,具有以下方面的特点:

一、内容充实、结构合理。本书共分为 14 个单元,内容涉及进出口程序,商务写作原则,商务信函结构及格式,建立业务关系,询价与答复,报盘与还盘,订货与确认,支付与结算,信用证,包装,运输,保险,代理,投诉、索赔及解决 14 个方面。前三个单元主要包括课文正文(相关外贸业务背景知识介绍)、课文词汇、语言注释和综合练习。第 4~14 单元在此基础上增加了函电实例,重要词语、短语、习语及句型表达的注释,任选函电阅读,常用句型和课后练习。

二、注重实践、实用性强。本书注重将理论与实践相结合,每个单元都设置了大量练习题,内容新颖、形式多样。例如学生要首先通过师生互动、分组讨论的方式回答国际贸易业务实际操作中的相关问题,熟悉外贸业务流程,然后通过翻译贸易术语及常用表达、连线、判断、案例分析、模拟场景口语练习等方式掌握外贸业务流程中重要的术语及表达,进一步熟悉业务知识和流程。

本教材适合应用型高等教育工商管理、物流管理、市场营销、国际贸易、金融、经济等专业学生使用。在安排教学计划时,教师可根据实际情况,利用2~6学时讲授一个单元,完成课程设置要求。与此同时,本教材对于从事外经、外贸、外事等工作的人员也有较强的使用价值。

本教材由大连理工大学城市学院熊英任主编、杨扬任副主编,大连理工大学马建军也参与了编写。

为方便教师更好地开展立体化教学,本教材另配有教师用书(纸质和电子版两种,免费赠送)、课件、教学大纲、电子教案及题库。教师用书可与大连理工大学出版社联系索取,其他配套的资料请登录<http://www.dutpgz.cn> 下载。

教材中如存在纰漏之处,敬请各相关院校和读者在使用本教材的过程中给予关注,并将改进意见及时反馈给我们,以便在下次修订时完善。

所有意见和建议请发往:gzjckfb@163.com

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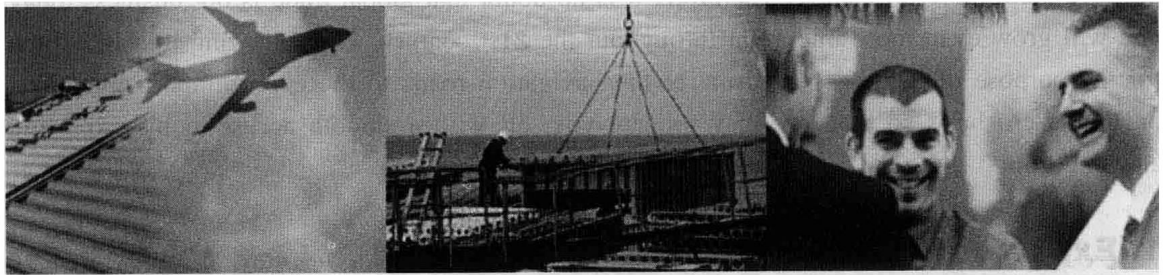
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Contents

Unit	Topic	Page
Unit 1	Export and Import Procedures 进出口程序	1~12
Unit 2	Business Writing Principles 商务写作原则	13~22
Unit 3	The Structure and Format of Business Letters 商务信函结构及格式	23~40
Unit 4	Establishing Business Relations 建立业务关系	41~56
Unit 5	Enquiries and Replies 询价与答复	57~72
Unit 6	Offers and Counter-offers 报盘与还盘	73~86
Unit 7	Orders and Acknowledgements 订货与确认	87~104
Unit 8	Payments and Settlements 支付与结算	105~120
Unit 9	Letter of Credit 信用证	121~136
Unit 10	Packing 包装	137~152
Unit 11	Transportation 运输	153~168
Unit 12	Insurance 保险	169~184
Unit 13	Agency 代理	185~198
Unit 14	Complaints, Claims and Adjustments 投诉、索赔及解决	199~210
参考文献		211

Unit 1

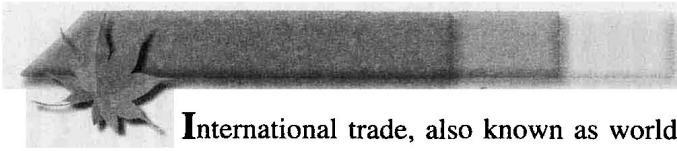
Export and Import Procedures



Learning Objectives

After reading this unit, you should be able to:

- know the process of export operations
- know the process of import operations
- master typical words and expressions in export and import procedures



International trade, also known as world trade, foreign trade or overseas trade, is the fair and deliberate exchange of goods and services across national boundaries. It concerns trade operations of both import and export and includes the purchase and sale of both visible and invisible goods. Exporting is selling products to another country. Importing is buying products from another country. Foreign trade, the exchange of goods between nations, takes place for many reasons. First, no nation has all of the commodities that it needs. For example, the United States is a major consumer of coffee, yet it doesn't have the climate to grow any of its own. Therefore, the United States must import coffee from countries like Brazil, Colombia and so on. Second, a country often does not have enough of a particular product to meet its needs. For example, the United States is a major producer of sugar. However, it consumes more than it can produce. Third, one nation can sell some items at a lower price than other countries. Japan exports large quantities of radios and television sets because it can produce them more efficiently. Therefore, it is no doubt that global trade is big business today and will grow even more important throughout the 21st century. The following unit is written for the purpose of helping you visualize the navigation roads to the export/import operations on the macro basis so that you may prepare yourself with a smooth access to the exporting and importing.

1. Export Procedures

(1) Preparation

Market research is vital to win the trade game. Even if you have some experience in international trade, it is unwise and risky for you to jump into an un-researched market. Generally speaking, evaluation of the target market is the first step in implementing profitable import and export plans.¹ Figure 1.1 is designed to progress from the least to the most difficult

Figure 1.1 Selection of target market



analysis based on the accessibility of the data.

a) The basic need potential of certain goods is dependent on various physical forces, such as climate and natural resources. For example, if the firm produces air conditioners, the analyst will look for countries with warm climates.

b) After the initial step, the analyst will have a much smaller list of prospects. This list may be further reduced by a second screening based on the economic and financial forces. Exchange rate,

interest, credit availability, and paying habits of customers are among the major financial points of concern.

c) If you want to export goods to other countries, you must examine political and legal factors of your target market such as the stability of the government, tax laws, price controls,

national security controls and so on. Therefore, no matter how large a nation's potential market is, if its legal and political constraints are unacceptable to management, that nation must be eliminated from further consideration.

d) Competitive forces should be analyzed before an exporter wants to step into his target market. Factors such as the number, size, and financial strength of the competitors, market shares, and marketing strategies are major points of concern.

e) Eventually, an exporter should take a trip or send a research group to visit those countries that appear to be good prospects. Generally speaking, trade fairs, exhibitions, and field trips are common ways of visiting a market.

Of course, there are still some other things an exporter should do before expanding business. For example, before arranging a contract and subsequent overseas transaction, an exporter should ensure whether he needs or could obtain the export license from the government as well as register a brand in time.

At last, an exporter is usually required to make advertisements and develop marketing programs for its goods and products before entering into export transactions.²

(2) Trade Negotiation

Trade negotiation is an indispensable procedure in business transaction. It generally includes the four procedures: inquiry, offer, counter-offer and acceptance. However, in the highly-competitive international business world, an exporter's ability to offer reasonable prices and terms to customers might mean the difference between winning and losing a sale.³ Negotiation is a team sport. Negotiators should be familiar with international trading practices, experienced in dealing with foreign customers and quick in making wise decisions. When an agreement is reached, the two sides sign a business contract.



(3) Execution of Contract

As soon as the contract is signed, the exporter should do the following things to execute it.

a) Cargo Readiness

In order to deliver the goods within the stipulated time, an exporter should ensure the readiness of the export goods. The quantity, quality, packaging and marking of the goods, and the delivery date must strictly follow the stipulations in the sales contract.⁴ If the goods need to be inspected before shipment, the inspection should be carried out at a proper time.

b) Terms of Payment

It is of essential importance to clearly stipulate in a written contract the various terms for payment. Generally speaking, cash, bill of exchange, checks, promissory notes, and other payment methods like remittance, collection, and letter of credit are often used to effect the payment of international trade.⁵

c) Customs Clearance

After effecting payment in export trade, the exporter should now declare the export

goods to the customs by filling in certain customs forms and submitting appropriate documents such as commercial invoice, export license, copy of sales contract, and inspection certificates. The customs will inspect the export goods and decide if the shipment can be cleared through. Once the goods are cleared, shipment can be made anytime.

d) Shipment

Transport in international trade will be either by sea, or combinations of road/rail, or perhaps post. Sea transport is by far the chiefly used method in international trade in our country. Shipment should be made according to the contract terms. Usually, the exporter shall fill in the Shipping Note to book the shipping space or ship.⁶ After receiving the Shipping Order from the carrier, the exporter may start to ensure the loading of the goods. The exporter should supervise the loading process, and get the Bill of Lading from the carrier.

e) Insurance

Risk is common in every corner of the world. Therefore, goods should be insured against loss or damage at each stage of their journey. Usually, insurance is arranged by exporter on CIF or CIP term. But if the importer is responsible for the insurance (on FOB term), the exporter should in due time send the importer all the necessary information the latter needs to arrange the coverage.

f) Document and Payment

After shipment is made, if L/C is used, the exporter should present to the negotiating bank the documents within the time specified by L/C to get paid.⁷ Documentation should be completed with absolute accuracy and clarity. Generally, the following documents should be presented to the bank: Invoice, Bill of Lading, Insurance Policy, Certificate of Origin, Inspection Certificate and Packing List.

2. Import Procedures

(1) Preparation

Market research is still vital in import trade. In order to purchase goods at a lower price, importers need to investigate the target country's natural resources, price, supplier's financial status and credit, as well as government policy, barriers and restrictions.⁸ Many countries have import controls by an import license system. An importer must make sure whether a license is needed and can be obtained before he starts the negotiation with an exporter. What's more, a detailed importing program including specifications, quantities, budgets, importing channels and payment terms should be decided before import trade.

(2) Trade Negotiation

This is also an indispensable procedure in business transactions, which generally includes the four procedures: inquiry, offer, counter-offer and acceptance. When the agreement is reached, the two sides sign a business contract.



(3) Execution of the Contract

a) L/C

L/C is now widely used for payment in international trade in many countries. After signing a contract, the importer should open the L/C in accordance with sales contract terms. Otherwise, the exporter will ask the importer to amend the L/C. That will cause extra work and may delay the shipment.

b) Booking Ship or Space

In China, FOB or FCA terms are generally used in import contracts. Therefore, the importer is responsible for shipment. After receiving the exporter's notification of cargo readiness, the importer should book shipping space or ship and keep the exporter informed of the progress to facilitate smooth delivery of the goods. The importer might also want to supervise the shipment at the loading port.

c) Insurance

Under FOB, FCA, CFR and CPT terms, the cargo insurance should be arranged by the importer. The importer should ask the exporter to advise the shipment in time so that the goods can be covered by insurance without delay.

d) Document Examination and Payment

When L/C is used, after the shipment the exporter will present to the negotiating bank the relevant documents to get payment. In consequence, the issuing bank will pay for the documents if the bank confirms that all the documents are acceptable.⁹ Then, the bank will notify the importer to make the payment and get the documents. If no problem is found after examination of the documents, the buyer should make the payment in the pre-agreed manner.

e) Customs Clearance

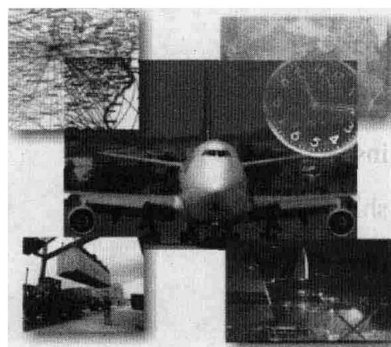
Like exported goods, the imported goods must be cleared through the customs too. Necessary documents like invoice, B/L and inspection certificate should be submitted. The customs officer will check the goods against the documents.

f) Taking Delivery and Inspection

With the shipping documents, the importer can now take delivery of the goods from the carrier according to the set procedures.¹⁰ Then, inspection should be carried out to confirm if the goods are in conformity with the terms stipulated in the sales contract. Should any problem occur, the importer need to make immediate claim against the relevant party.¹¹

g) Claim

After the inspection, if problems such as weight shortage, inferior quality or wrong shipment are found and attributed to the exporter, the importer should make claims against the exporter.¹² If the loss or damage is due to the negligence of the carrier, the claim should be made against the carrier. If the loss or damage has been caused by the risks that are covered by insurance, the claim should be made against the underwriter.



Claims should be filed within the time limit stipulated in the sales contract. Necessary documents like inspection report should be presented to the relevant party.

h) Settlement of Disputes

In case a claim cannot be settled between the parties involved through negotiation, the dispute should be submitted to arbitration if that has been agreed upon beforehand in the contract. Otherwise, litigation will be necessary.



New Words and Expressions

visualize	['vɪzuəlaɪz]	v. 使……看得见, 形象化
implement	['ɪmplɪment]	v. 实现, 执行
screening	['skri:nɪŋ]	n. 选拔, 筛选
constraint	[kən'streɪnt]	n. 约束, 强制, 约束条件
transaction	[træn'zækʃən]	n. 交易, 事务
license	['laɪsəns]	n. 许可证, 执照
inquiry	[ɪn'kwɪəri]	n. 询价
offer	['ɔ:fə]	n. 出价, 报盘
acceptance	[ək'septəns]	n. 接受, 承兑
contract	['kɒntrækt]	n. 合同, 契约
cargo	['kɑ:gəʊ]	n. 货物
readiness	['redɪnɪs]	n. 准备就绪
packaging	['pækɪdʒɪŋ]	n. 包装
marking	['mɑ:kɪŋ]	n. 标记, 记号
stipulation	[.stɪpjʊ'leɪʃən]	n. 约定, 约束
inspect	[ɪn'spekt]	v. 检查
shipment	['ʃɪpmənt]	n. 装船, 出货
remittance	[rɪ'mɪtəns]	n. 汇款
collection	[kə'lekʃən]	n. 托收
customs	['kʌstəmz]	n. 海关
invoice	['ɪnvɔɪs]	n. 发票
loading	['ləʊdɪŋ]	n. 装载, 装入
insurance	[ɪn'ʃʊərəns]	n. 保险

coverage	['kʌvərɪdʒ]	n. 保险范围, 承保险别
document	['dɒkjumənt]	n. 单据
barrier	['bæriə]	n. 壁垒
specification	[,spesɪfɪ'keɪʃən]	n. 规格
notification	[,nəʊtɪfɪ'keɪʃən]	n. 通知, 告示
supervise	['sju:pəvaɪz]	v. 监督, 管理, 指导
delivery	[dɪ'livəri]	n. 交货, 发货
carrier	['kæriə]	n. 承运人
claim	[kleɪm]	v./n. 索赔, 赔偿
inferior	[ɪn'fɪəriə]	adj. 次等的, 较低的
underwriter	['ʌndəraɪtə]	n. 保险业者
settlement	['setlmənt]	n. 结算, 解决
dispute	[dɪ'spju:t]	n./v. 争论
arbitration	[,ɑ:bɪ'treɪʃn]	n. 仲裁
litigation	[,lɪtɪ'geɪʃən]	n. 诉讼
exchange rate	汇率	market share 市场占有率
trade fair	贸易交流会	field trip 实地考察旅行
counter-offer	还盘, 还价	execution of contract 执行合同, 履行合同
sales contract	售货合同	bill of exchange 汇票
promissory note	本票	Letter of Credit (L/C) 信用证
customs clearance	通关	commercial invoice 商业发票
Inspection Certificate	检验证书	book space 订舱
Bill of Lading	提单	
CIF (Cost, Insurance and Freight)	成本, 保险加运费	
CIP (Carriage, Insurance Paid To...)	运费和保险付至……	
negotiating bank	议付行	Insurance Policy 保险单
Certificate of Origin	原产地证明	Packing List 装箱单
in accordance with	与……相一致	FOB (Free on Board) 船上交货(指定装运港)
FCA (Free Carrier)	货交承运人	CFR (Cost and Freight) 成本加运费
CPT (Carriage Paid to...)	运费付至……	issuing bank 开证行



Notes



1. Generally speaking, evaluation of the target market is the first step in implementing profitable import and export plans. 一般地说, 评估目标市场是实现有益的进出口计划的第一步。如 Figure1.1 所示, 市场调查可以简单分成 5 步, 第一步是调查基本需求的潜力 (Basic need potential), 第二步是调查经济和金融的影响力 (Economic and financial forces), 第三步是研究政治和法律作用 (Political and legal forces), 第四步是分析竞争的影响力 (Competitive forces), 最后一步是进行实地考察 (Personal visits)。
2. At last, an exporter is usually required to make advertisements and develop marketing programs for its goods and products before entering into export transactions. 最后, 出口商在做出口贸易之前也要为自己的产品做广告和开发营销方案。
3. However, in the highly-competitive international business world, an exporter's ability to offer reasonable prices and terms to customers might mean the difference between winning and losing a sale. 然而, 在竞争激烈的国际贸易世界里, 出口商向客户提出合理的价格和条款的能力可能决定了销售的成功与失败。"term" 在这里为“条件, 条款”的意思。
4. The quantity, quality, packaging and marking of the goods, and the delivery date must strictly follow the stipulations in the sales contract. 货物数量、质量、包装、标志和出货日期都要严格符合售货合同中的约定。本句中的 "stipulation" 是“约束, 约定”的意思, "sales contract" 是指“售货合同”。
5. Generally speaking, cash, bill of exchange, checks, promissory notes, and other payment methods like remittance, collection, and letter of credit are often used to effect the payment of international trade. 一般地说, 现金、汇票、支票、本票和其他付款方法如汇付, 托收及信用证都常用在国际贸易的支付方式中。
6. Usually, the exporter shall fill in the Shipping Note to book the shipping space or ship. 通常, 出口商将填写装货通知单来租船和订舱。"Shipping Note" 是“船货清单, 装货通知单”的意思, "book ship" 为“租船”, "book space" 为“订舱”。
7. After shipment is made, if L/C is used, the exporter should present to the negotiating bank the documents within the time specified by L/C to get paid. 货物装船后, 如果使用的是信



用证的付款方式, 出口商应在信用证的规定的期限内向议付行提供票据进行议付。
“negotiating bank” 即议付行, 是承诺付款的银行。“document” 在外贸业务中是“单据, 单证” 的意思。

8. In order to purchase goods at a lower price, importers need to investigate the target country's natural resources, price, supplier's financial status and credit, as well as government policy, barriers and restrictions. 为了能够以更低的价格购买商品, 进口商需要调查目标国家的自然资源, 价格, 供应商的财政状况和信用, 以及政府的政策, 壁垒和限制。“barrier” 在这里是“壁垒”的意思。在国际贸易中, 影响和制约着商品自由流通的各种手段和措施, 被称之为贸易障碍或贸易壁垒。这种壁垒一般可分为关税壁垒和非关税壁垒两种。所谓关税壁垒, 是指进出口商品经过一国关境时, 由政府所设置海关向进出口商征收关税所形成的一种贸易障碍。非关税壁垒, 是指除关税以外的一切限制进口措施所形成的贸易障碍, 如歧视性的政府采购政策, 苛刻的技术标准、卫生安全法规, 检查和包装、标签规定以及其他各种强制性的技术法规等。
9. ...the issuing bank will pay for the documents if the bank confirms that all the documents are acceptable. 如果开证行确定所有的单证可以接受的话, 开证行将会付款。
10. With the shipping documents, the importer can now take delivery of the goods from the carrier according to the set procedures. 带着运输单证, 进口商可以根据设定的步骤从承运人那里提取货物。“carrier” 这里是“承运人”的意思。在货运合同中, 承运人的责任一般说来主要是保证所运输的货物按时、安全地送达目的地。
11. Should any problem occur, the importer need to make immediate claim against the relevant party. “Should...” 这里是虚拟语气的倒装, 意为“如果有问题出现, 进口商应立即向相关方提出索赔。”
12. After the inspection, if problems such as weight shortage, inferior quality or wrong shipment are found and attributed to the exporter, the importer should make claims against the exporter. 在检验商品之后, 如果发现由出口商引起的如货物重量不足, 货物质量低, 或者出货错误的问题后, 进口商将会向出口商提出索赔。“weight shortage”=“shortage in weight” 意思为“重量不足”。

. Exercises .

1 Translate the following terms.

- | | | |
|----------|-----------|-----------|
| (1) 进口程序 | (2) 出口程序 | (3) 进口许可 |
| (4) 订舱 | (5) 询价 | (6) 修改单证 |
| (7) 提货 | (8) 备货 | (9) 制单结汇 |
| (10) 保险 | (11) 审单 | (12) 贸易谈判 |
| (13) 发货 | (14) 商检证明 | (15) 索赔 |

2 Complete the following sentences.

- (1) In making a market research, an exporter should at least do five things. They are:
a) _____
b) _____
c) _____
d) _____
e) _____
- (2) Trade negotiation is an important part of conducting an export and import trade. It generally includes four procedures. They are _____, _____, _____, _____.
- (3) List five ways of effecting payment of international trade.
a) _____ b) _____ c) _____
d) _____ e) _____
- (4) As soon as the contract is signed, the exporter should do the following things to execute it.
a) _____ b) _____
c) _____ d) _____
e) _____ f) _____
- (5) Compared with the exporter, the importer should do the following things to perform the contract.
a) _____ b) _____
c) _____ d) _____
e) _____ f) _____
g) _____ h) _____
- (6) When an importer takes delivery of his goods, he should immediately _____ and if any problem occurs, he should _____ without delay.

③ Communication activity.

In pairs, choose a task from the list. Student A is the manager. Student B is the staff member. Make up a dialogue according to the following situations.

- Make a market research for all sales managers.
- Ensure the readiness of the export goods. Make sure the quality, quantity, packaging and marking of the goods.
- Lodge a claim to the exporter since the goods you received are not in conformity with the terms stipulated in the sales contract.

STUDENT A

Tell Student B you'd like him/her to do something.

Explain the task.

Give details. Tell Student B to report to you.

Thank Student B.

STUDENT B

Ask what the task is.

Ask for more details.

Say OK.

