

EXPORT AND IMPORT
PRACTICE

进出口 业务操作 (英文版)

赵立民 主编

对外经济贸易大学出版社



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内 容 提 要

本书共十五课,内容包括:出口贸易各环节准备、贸易磋商、商品品质、包装、唛头、价格、装运、交货、制单、保险、支付、商检、索赔、其他贸易方式、对外交往礼仪及进口贸易简介,同时配以贸易各环节的单据样本、图表及图示,以加强读者形象了解和领会。

本书课文、词汇和练习是有机结合的统一体。词汇是外经贸常用专业词汇,练习则以不同的方式加强对课文的理解和应用。

本书可作为高等院校国际贸易相关专业的专业英语教材或阅读教材,也可供从事外经贸专业的工作者和研究人员学习参考之用。

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Introduction

Reasons for International Trade

Most nations of the world export goods to other countries. Likewise, most of them import goods from other nations. Why do countries of the world engage in international trade? Why can't they be self-sufficient, capable of living exclusively on the goods and services produced within their own borders? Various reasons can be cited. In general, however, the reasons for international trade can be classified as resource reasons and economic reasons.

Resource Reasons

Some countries in the world have certain conditions or resources that provide them with a basis for international trade. Illustrations include favorable climate conditions and terrain, natural resources, skilled workers, and capital resources.

Favorable Climate Conditions and Terrain

Some countries have year-round or seasonal weather conditions that make them ideally suited for the raising of particular crops. For example, Colombia and Brazil have just the right climate for growing coffee beans. The United States, with the exception of Hawaii, does not. Therefore, the United States must import coffee. On the other hand, the United States grows so much wheat that it is able to export wheat to other nations abroad. Thus, climate and terrain help determine some of the goods a nation can produce and trade internationally.

Natural Resources

If a country has an abundance of natural resources, it is common to find some of these resources being exported. Among developing countries raw materials may be sold before being processed. Tin from Bolivia and oil from some of the Middle East countries are examples. On the other hand, in many highly industrialized nations raw materials are often sold in finished form. For example, the United States sells its iron ore in the form of steel products, such as automobiles and machinery. Yet, regardless of how they are sold, raw materials play a major role in determining a country's involvement in international trade.

Skilled Workers

If a nation has great many skilled workers, it can produce sophisticated equipment and machinery, such as computers, jet aircraft, and electric generators. The United States, Japan and Western European countries are illustrations. On the other hand, some nations have basically unskilled work forces and must confine their activities to the manufacture of simple products. Ethiopia, Uganda, and Guinea are illustrations. The skill of a country's work force helps determine what it will be able to produce and trade with other countries.

Capital Resources

Another important factor in international trade is that of capital resources. These include things such as plant, machinery, and equipment. The more capital resources a nation has, the better its chance to free its workers from manual jobs and allow them to work on more important tasks. In these countries, while the machines do the busy work people concentrate their attention on "Think" jobs, such as developing technological breakthroughs that will result in a higher standard of living for the nation. Poor countries, of course, lack these capital resources and must rely heavily on manual labor and on certain goods from other countries.

Economic Reasons

Another reason why nations engage in international trade is to secure some kind of economic benefit. It is the simple truth that for two nations to trade with each other voluntarily, both nations must gain. If one nation gained nothing or lost, it would simply

refuse to trade. But how does this mutually beneficial trade take place and from where do these gains from trade come? Here are the two important principles — absolute advantage and comparative advantage — that serve to illustrate the point and can be explained in detail in some other specific books, not here.

Words and expressions

engage in 参与, 从事

resources 资源

terrain 地形地势

abundance 大量, 充足

sophisticated 复杂/精密的

confine to 使局限于

Ethiopia 埃塞俄比亚(非洲东部国家)

Uganda 乌干达(东非国家)

Guinea 几内亚

concentrate 集中; 聚集

breakthroughs 突破, 在技术上的重大成就

absolute advantage 绝对利益

comparative advantage 比较利益

Exercises

1 TRANSLATE THE FOLLOWING PASSAGE INTO CHINESE

Carefully select the product to be exported. For proper selection of product, study the trends of export of different items from China. The selected product must be in demand in the countries where it is to be exported. It should be possible to procure or manufacture the selected product at most economical cost so that it can be competitively priced. It should also be available in sufficient quantity and it should be possible to supply it repeatedly and regularly. Besides, while selecting the product, it has to be ensured that you are conversant with government policy and regulations in respect of product selected for export. You should also know import regulations in respect of such commodities by the importing countries. It would be preferable if you have previous knowledge and experience of commodities selected by you for export. A non-technical person should avoid dealing in high tech products.

2 FILL IN THE BLANKS WITH THE RIGHT WORDS OR PHRASES FROM THE LIST BELOW, CHANGE THE FORMS WHEN NECESSARY

consideration	product	potential	channels
penetration	purpose	sources Survey	selected
barriers	information	selecting the markets	

Target markets should be _____ after careful _____ of various factors like political embargo, scope of exporter's selected _____, demand stability, preferential treatment to products from developing countries, market _____ by competitive countries and products, distance of _____ market, transport problems, language problems, tariff and non-tariff _____, distribution infrastructure, size of demand in the market, expected life span of market and product requirements, sales and distribution _____. For this _____ you should collect adequate market information before selecting one or more target markets. The _____ can be collected from various _____ like Chinese embassies abroad, foreign embassies in China, import promotion institutions abroad, overseas chambers of commerce and industries, various directories, journals, market _____ reports.

3 QUESTIONS

1. After learning export outlines which important points should be borne in mind?
2. In your opinion how should we start the export business?
3. Can you tell the differences between export business and domestic one?

Lesson One

Preparations for Export

“Well begun is half done.” This is true of everyday life, and is also no exception to conducting an export trade. Before he starts an export transaction, an exporter has to acquire a good knowledge of the foreign market to which his products are sold. Whether his products are marketable there or not is a key question to him. What about the competitors there? What about the economic, financial, and political stability of the importing country? An exporter may also study the market price and its trend at that end in order to help choose the market that will best benefit him. In addition, the local laws and regulations governing foreign trade, customs tariffs, port facilities, commercial practices, etc. — all these the exporter should also have a profound grasp of if he expects to trade smoothly and successfully. And market research makes it possible for the exporter to learn about these things and to achieve success in exporting.

What the exporter should know before the start of the trade also includes the credit and financial standing of the foreign buyer or importer. Evidently, customers of sound reputation will do him good. The question is whether he has known such customers. Correct information concerning the credit status of the customer may come from credit information services rendered by such organizations or establishments as banks, chambers of commerce and other trade associations, and consulates stationed abroad.

To help start an export business the exporter may not only collect information or data from outside sources but also make his business known to others abroad on his own initiative. The latter can be effected by advertising or a letter of self-introduction. To advertise is to

inform people of the export goods and to try to persuade them to buy the goods. This is, of course, helpful to the exporter, who is to exploit a new market for his product.

Setting Up an Appropriate Business Organization

The first and the foremost factor you as a prospective exporter, have to decide is about the kind of business organization needed for the purpose. You have to make a crucial decision as to whether a business will be run as a sole proprietary concern or a partnership firm or a company. The proper selection of organization will depend upon:

- your ability to raise finance
- your capacity to bear the risk
- your desire to exercise control over the business
- nature of regulatory framework applicable to you

If the size of the business is small, it would be advantageous to set up a sole proprietary business organization. It can be set up easily without lots of expenses and legal formalities. It is subject to only a few governmental regulations. However, the biggest disadvantage of a sole proprietary business is limited liability to raise funds, which restricts its growth. Besides, the owner has unlimited personal liability. In order to avoid this disadvantage, it is advisable to form a partnership firm. The partnership firm can also be set up with ease and economy. Business can take benefit of the varied experiences and expertise of the partners. The liability of the partnership is practically distributed amongst the various partners, despite the fact that the personal liability of the partner is unlimited. The major disadvantage of partnership form of business organization is that conflict amongst the partners is a potential threat to the business.

Choosing Appropriate Mode of Operation

You can choose any of the following modes of operation:

Merchant exporter, i. e. buying the goods from the market or from a manufacturer and then selling them to foreign buyers

Manufacturer exporter, i. e. manufacturing the goods himself for export

Sales agent/commission agent/indenting agent, i. e. acting on behalf of the seller and charging commission

Buying agent, i. e. acting on behalf of the buyer and charging commission

Naming the Business

Whatever form of business organization has been finally decided, naming the business is an essential task for every exporter. The name and style should be attractive, short and meaningful. A simple and attractive name indicating the nature of business is ideal. The office should be located preferably in a commercial complex, in clean and workable surroundings. The letterhead should be simple and superb providing information concerning H. O., branches, cable address, telephone number, fax number, banker's name and address, etc. Pick up a beautiful trade name and logo, which reinforces your organization's name and image. Open a current account in the name of the organization in whose name you intend to export. It is advisable to open the account with a bank, which is authorized to deal in foreign exchange.

Selecting the Commodity

Carefully select the commodity to be exported. For proper selection of product, study the trends of export of different items from China. The selected product must be in demand in the countries where it is to be exported. It should be possible to procure or manufacture the selected product at most economical cost so that it can be competitively priced. It should also be available in sufficient quantity and it should be in free and regular supply. Besides, while selecting the product, it has to be ensured that you are conversant with government policy and regulations in respect of product selected for export. You should also know import regulations in respect of such commodities by the importing countries. It would be preferable if you have previous knowledge and experience of commodities selected by you for export. A non-technical person should avoid dealing in high tech products.

Making Effective Business Correspondence

You should recognize the importance of business correspondence, as it is an introduction to the buyer, who may make his response according to the impression created by the correspondence. For creating a very favorable impression, you must use a beautiful letterhead on airmail paper and a good envelope, nicely printed, giving fully particulars of your firm's name, telephone, telex and fax number, etc. Your language should be polite, soft, brief and to the point, giving a very clear picture of the subject to be put before the customer. Letters should be typed or computer typed, preferably in the language of the importing country. Also

make sure that the full and correct address is written and the envelope is duly stamped. It should also be borne in mind that the aim of your business correspondence is not only to get the buyer's order but also to obtain the information on the following:

The specifications of the products already in use in the importing country.

Whether your product meets the above specifications. If not, whether your specifications offer any distinct advantages in terms of prices, quality, after-sales service, etc.

The import policy prevailing in the buyer's country (e. g. whether there is any import licensing, any restrictions on remittances, any pre-qualification for product/supplier, etc.)

The trade practices in the buyers' country with special reference to your product, information like whether importers import and distribute the product, whether an agent is required to book orders from actual users, etc.

In case your item requires after sales service, the manner in which it can be offered.

The prices at which your product sells in the retail/wholesale market; the duty structure and any other cost element to arrive at the landed cost; information on the margins at which the product is sold. This information will help you in evolving a pricing strategy.

Study of various market segments, e. g. importers, supermarkets, government suppliers, institutional sales, tenders, suppliers, etc.

The various factors that rule the market, e. g. quality, price, delivery, brand name, credit terms, etc.

Selecting the Markets

Target markets should be selected after careful consideration of various factors like political embargo, scope of exporter's selected product, demand stability, preferential treatment to products from developing countries, market penetration by competitive countries and products, distance of potential market, transport problems, language problems, tariff and non-tariff barriers, distribution infrastructure, size of demand in the market, expected life span of market and product requirements, sales and distribution channels. For this purpose you should collect adequate market information before selecting one or more target markets. The information can be collected from various sources like Chinese embassies abroad, foreign embassies in China, import promotion institutions abroad, overseas chambers of commerce and industries, and various directories, journals and market survey reports.

Selecting Prospective Buyers

a. You can collect addresses of the prospective buyers of commodity from the following sources:

Enquiring of friends and relatives or other acquaintances residing in foreign countries

Visiting/ participating in international trade fairs and exhibitions in China and abroad

Contacting with the export promotion councils, commodity boards and other government agencies

Consulting international yellow pages of different countries

Collecting addresses from various publications directories available

Collecting information from international trade directories/ journals/periodicals available in the libraries

Making contacts with trade representatives of foreign government in China, Chinese trade and other representatives or international trade development authorities abroad like foreign chambers of commerce.

Visiting embassies, consulates of other countries and taking note of addresses of importers for products proposed to be exported

Advertising in newspapers having overseas editions and in foreign newspapers and magazines, etc.

Contacting authorized dealers in foreign exchange with whom the exporter is maintaining a bank account.

b. Overseas importers can be contacted or informed about the products by the following methods:

By corresponding and sending brochures and product literature to prospective overseas buyers

By undertaking trips to foreign markets and establishing personal rapport with overseas buyers. The number of trips will depend on your budget and resources. But it is essential for long-term success in international marketing to establish personal contacts. A trip abroad will provide first-hand information regarding the market, overseas customers, their requirement, taste, preference and advertise better merits of exporters' products.

Participation in buyer-seller meets and exchange of views with the members of foreign trade delegation, invited by export promotion councils concerned

Participation in international trade fairs and seminars

Advertisements and publicity in overseas reputed newspapers and magazines. Facilities of free publicity can be availed from import development centers.

Selecting Channels of Distribution

The following channels of distribution are generally utilized while exporting to overseas markets:

Export through professional exporters

Export through other established merchant exporters or export houses, or trading houses

Direct exports

Export through overseas sales agencies

Negotiating with Prospective Buyers

Whatever the channel of distribution for exporting to the overseas countries is proposed to be utilized; it is essential that the exporters should possess the necessary skill for negotiating with the overseas channels of distribution. The ability to negotiate effectively is needed for discussion with importers or trade agents. While conducting business negotiations, the prospective exporter should avoid conflict, controversy and criticism about the other party. A business conversation should be effective. There should be coherence, creativity, compromise, concessions, commonality, consensus, commitment and compensation in business negotiations. The general problem you may face is about pricing. The buyer's contention is that prices are too high. It should be noted that though the price is only one of the many issues that are discussed during business negotiations, it influences the entire negotiating process. Since this is the most sensitive issue in business negotiations, it should be tactfully postponed until all the issues have been discussed and mutually agreed upon. As far as the price is concerned, you should try to determine the buyer's real interest in the product from the outset, only then a suitable counter proposal should be presented. It should also be remembered that the buyer might request modifications in presentation of the product. You should show the willingness to meet such request, if possible, provided that it will result in profitable export business. Price being the most important sales tool, it has to be properly developed and presented.

Therefore, in order to create a favorable impression, minimize costly errors and generate repeated business. The following points should be kept in mind while preparing the price list:

Submit a typewritten list, printed on the regular bond paper and laid out simply and

clearly. Prominently indicate the name of your company, its full address, telephone and fax numbers, including the country and city codes. Fully describe the items being quoted.

One main point regarding export pricing is that while negotiating with overseas buyers, you may not remember the cost of a product. It may also be difficult for you to remember the profit margin built in various prices quoted by you. A clear jotting of this information is not free from the risk of being leaked out to the competitors or to the overseas buyers.

Group the Items Logically

Specify whether shipment is to be made by sea or by air, FOB or CIF and to what port.

Mention the dates up to which the prices quoted will remain valid.

Where there is an internal reference number, which must be quoted, keep it short (the buyer has no interest in this detail and the more complex it is, the greater the risk of error).

Processing an Export Order

You should not be happy merely on receiving an export order. You should first acknowledge the export order, and then proceed to examine carefully in respect of items, specification, preshipment inspection, payment conditions, special packaging, labeling and marketing requirements, shipment and delivery dates, marine insurance, documentation, etc. If you are satisfied on these aspects, a formal confirmation should be sent to the buyer, otherwise clarification should be sought from the buyer before confirming the order. After confirmation of the export order immediate steps should be taken for procurement/manufacture of the export goods. In the meanwhile, you should proceed to enter into a formal export contract with the overseas buyer.

Entering into an Export Contract

In order to avoid disputes, it is necessary to enter into an export contract with the overseas buyer. For this purpose, export contract should be carefully drafted in precise terms, incorporating all relevant and important conditions of the trade deal.

There should not be any ambiguity regarding the exact specifications of goods and terms of sale including export price, mode of payment, storage and distribution methods, type of packaging, port of shipment, and delivery schedule, etc.

The different aspects of an export contract are enumerated as below:

Product, Standards and Specifications

Quantity

Inspection

Total Value of Contract

Terms of Delivery

Taxes, Duties and Charges

Period of Delivery/Shipment

Packing, Labeling and Marking

Terms of Payment — Amount/Mode & Currency

Discounts and Commissions

Licenses and Permits

Insurance

Documentary Requirements

Guarantee

Force Majeure of Excuse for Non-performance of Contract

Remedies

Understanding Risks in International Trade

While selling abroad, you may undergo the following risks: (1) credit risk (2) currency risk (3) carriage risk.

These risks can be minimized to a great extent by taking appropriate steps. Credit risk against the buyer can be covered by insisting upon an irrevocable letter of credit from the overseas buyer. As regards currency risk, i. e. possible loss due to adverse fluctuation in exchange rate, you should obtain forward cover from your bank authorized to deal in foreign exchange. Carriage risk, i. e. possible loss of cargo in transit can be covered by taking a marine insurance policy from the insurance companies.

Appointing Agents

Selling through an overseas agent is an effective strategy. These agents serve as a source of market intelligence, regularly sending the latest news on the current fashion, taste and price in the market. Being a man on the spot, the agent is in a position to render his advice to exporter on new methods and strategy for pushing up sales of your products. He also provides you with support in the matter of transportation, reservation of accommodation, appointment with the government as and when required. In some countries it is compulsory under their law