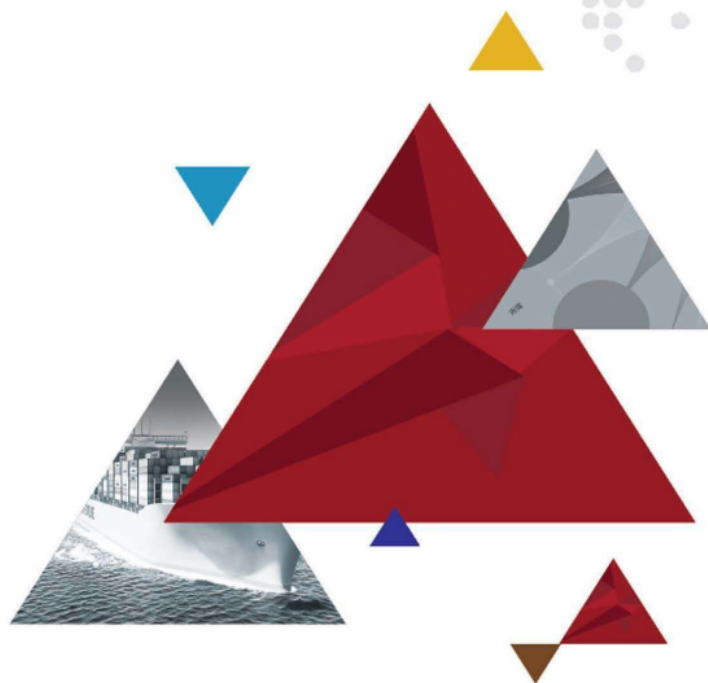


ENGLISH FOR IMPORT AND EXPORT PRACTICES

王娇艳 编著



 中国地质大学出版社
ZHONGGUO DIZHI DAXUE CHUBANSHE

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前言

国际贸易作为国际商务的最主要的组成部分,涉及商品进出口、货物运输、货物保险、国际支付等方面,因此,除了具备良好的外语能力,还必须掌握与国际经济贸易有关的专业知识。本书结合国际贸易中不断出现的新现象,参考了国内外最新修订、公布的有关法规和国际贸易的惯例和规则,体现了适时、适度和适用的原则。本书包括了国际贸易最主要的内容,各章节体现了出口贸易流程,在编写中重点突出实践环节的实务讲解,在每一章都有知识点聚焦,以帮助读者构建知识框架,在学习时能明确学习的目的和重难点所在,具体重难点穿插案例分析和讨论。另外,为了巩固每一章的学习内容,在每一章后面增加了针对性的练习题和案例分析,同时还增加了 UCP600 相应条款的介绍,以帮助读者将知识融会贯通,了解国际惯例。

本书可作为高校涉外专业学习专业英语的教材,也可供从事国际贸易工作的人员学习参考。由于编者水平和时间有限,错误难免,敬请专家、读者批评指正。

作 者

2016 年 7 月

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Chapter 1 General Introduction



Export procedure

Organizations involved in export trade

Documents involved in export trade

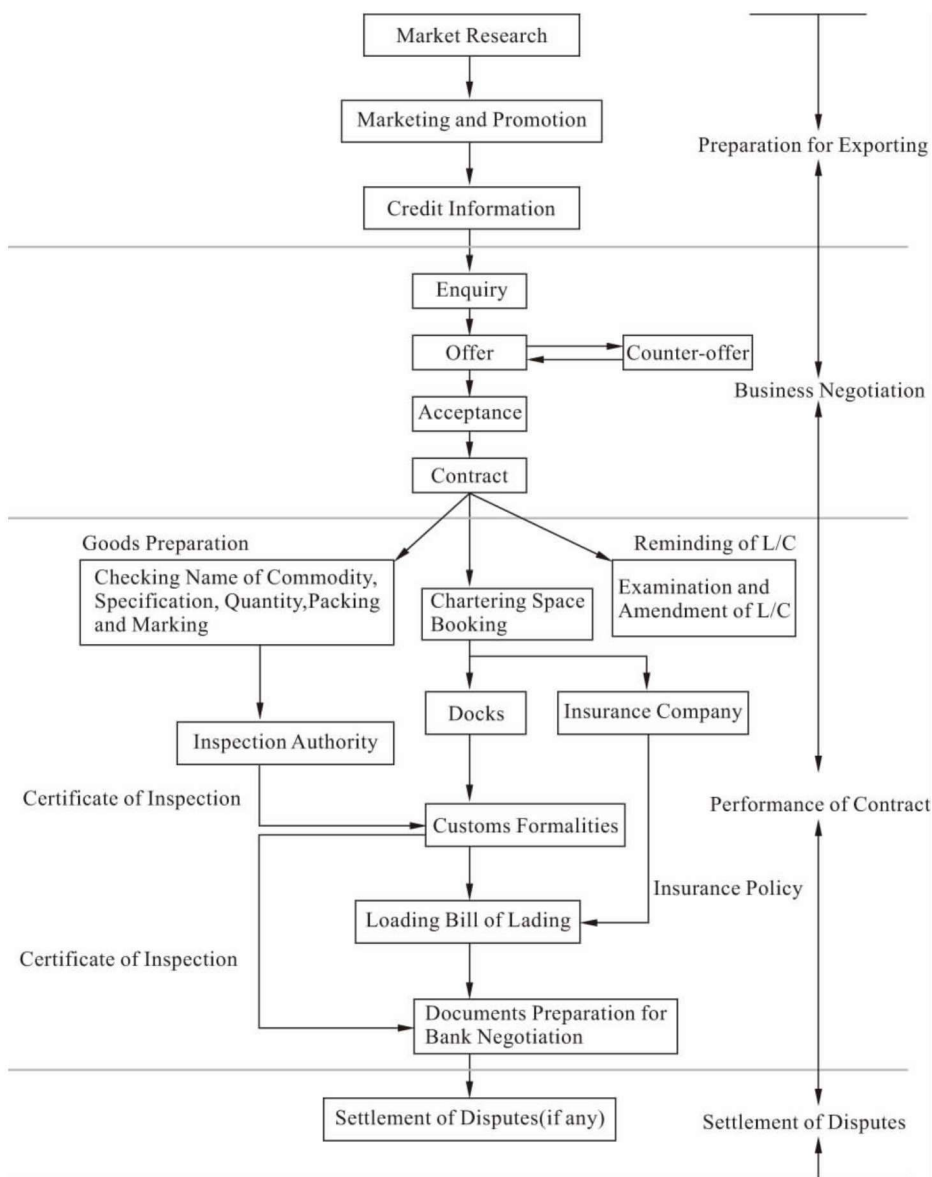
Import and export are subject to a lot of formalities, such as customs entry and exchange control approval. This means that the procedure of foreign trade is more complicated than that of domestic trade. This chapter tries to present a general picture and a brief introduction to export and import trade for the purpose of clarifying their complicated procedures.

1.1 Export Procedure

From the very beginning to the end of a transaction, the whole operation generally goes through four stages: preparation for export, business negotiation, implementation of contract and settlement of disputes (if any). Since the export and import trades are two sides and opposite to each other, we will take the procedure of export trade to illustrate the general procedures of export and import transaction.

1.1.1 Preparation for export

Preparation starts from doing market research which covers research on the importing country or regions, research on the market and research on the customer. The exporter should know the political, financial and economic conditions in the importing country, investigate their laws, regulations governing foreign trade, foreign exchange control, customs tariffs and commercial practices. A research should also be conducted



Export procedure under L/C and CIF

about the production, consumption, price and its trend. Besides, the exporter should know what kind of reputation the importer has, the size of his business, how he pays his accounts as customers with good credit standing will facilitate the export trade.

In addition to conducting research, the exporter can also take the initiative to pro-

mote his products in the overseas market through the frequently adopted strategies.

1.1.2 Business negotiation

Generally speaking, negotiation consists of the following steps: inquiry, offer, counter-offer, acceptance and conclusion of sales contract. Offer and acceptance are two indispensable steps for reaching an agreement and concluding a contract.

Inquiry An inquiry is a request for business information, such as price lists, samples and details about the goods or trade terms. It is usually made by the importer.

Offer On receiving the inquiry, exporter should reply to it without delay to start the business. An offer is a proposal made by the sellers to buyers to enter into a contract.

Counter-offer A reply to an offer which purports to be an acceptance but contains additions, limitations is a rejection of the offer and constitutes a counter-offer.

Acceptance Acceptance is a statement made by the offeree indicating unconditional assent to an offer. A contract is concluded once the acceptance is effective.

1.1.3 Implementation of contract

Under the CIF contract with terms of payment by L/C, the implementation of contract usually goes through several steps.

Reminding, examining and amending L/C After signing the sales contract, the seller should urge the buyer to establish L/C through his bank as sometimes the L/C is delayed for various reasons. Upon receipt of a letter of credit, the seller must examine it carefully to ensure that all terms and conditions are in accordance with the contract. If there is any discrepancy, the seller should contact the buyer for necessary amendments.

Preparing goods for shipment The main task for the seller is to prepare the goods for shipment and check them against terms stipulated in the contract.

Inspection formalities If required by the stipulations of the contract, the seller should obtain a certificate of inspection from the institutions concerned where the goods are inspected.

Chartering and booking shipping space After receiving the relevant L/C, the seller should contact the shipping agents for the chartering and booking shipping space, and prepare for the shipment in accordance with the contract.

Insurance Under CIF term, the seller should insure the goods sold for export against the perils of the journey. The cover paid for will vary according to the type of goods and the circumstance.

Customs declaration Before the goods are loaded, customs formalities have to be completed. Certain documents such as the copy of contract, invoice, packing list, weight memo, inspection certificate, shipping order and other relevant documents have to be lodged with the customs.

Loading and transportation After going through the customs formalities, the goods can be loaded on board the vessel at the named port of shipment. The shipping company or the ship's agent will issue a bill of lading which is a receipt evidencing the loading of the goods on board the ship.

Documents preparation for negotiation After the shipment, all kinds of documents required by the L/C should be prepared by the exporter and presented within the time limit of the L/C to the bank for negotiation. Documents should be correct and complete. Only after the documents are checked to be fully in accordance with the L/C, the bank makes payment.

1.1.4 Settlement of disputes

Claims are likely to be caused by various reasons such as more or less quantity delivered, poor packaging, inferior quality, discrepancy between the samples and the goods, delay in shipment, etc. Once disputes arise, arbitration is better than litigation, and friendly negotiation is better than arbitration.

1.2 Organizations Involved in Export Trade

All or most of the following organizations are involved in an export and import transaction:

Exporter
Chamber of commerce(in some cases)
Shipping agent
Port authority
Shipping company
Insurance company
Exporter' s bank
Importer' s bank
Customs
Inspection authority
Arbitration commission (in some cases)
Importer

1.3 Documents Involved in Export Trade

An export and import transaction usually requires a lot of complicated documents. The number and types of documents needed depend on the specific requirements of the exporter and the importer. Generally, the documents needed include:

Commercial invoice
Proforma invoice
Packing list
Weight memo
Certificate of inspection
Certificate of origin
Insurance policy
Bill of lading
Sales contract

Chapter 2 Preparation



Establishing trade relations

2.1 Market Research and Promotion

Before planning to sell the products in a foreign country, any exporter must carry out a lot of researches. He must answer such questions as: Is there a good demand for the products in the new market? Are they allowed to be imported? If so, what is the import duty? What is the market price and its trend at that end? Is the landed price competitive compared with other competitive products? What about the economic, financial and political stability of the importing country? What about the local laws and regulations governing foreign trade, customs tariffs, and commercial practices?

The exporter can get the desired information about foreign market from many sources like government departments concerned, customs offices, trade associations, private business firms, trade journals, advertising media, banks and other business people, etc.

After studying the information through market research, the exporter may decide and take measures to promote the goods to that market. Promotion is an indispensable part of the Marketing Mix. There are several ways in promotion:

Sales literature Brochures, catalogues and leaflets can describe your products in more details.

Sponsorship You can contribute to the cost of a sporting or artistic event, where the brand name of your product can be displayed prominently.

Public relations Public relations can guarantee that you keep a high profile.

Packaging Labels increase the impact of your product.

Exhibitions Customers can see a display or a demonstration of your products and get hands-on experience.

Point of sale advertising Displays in retail outlets can attract the attention of potential customers.

2.2 Establishing Trade Relations

There are some ways to get information of prospective clients:

- Trade Directory/Union 贸易名录/行会
- Chamber of Commerce both at home and abroad 国内外商会
China Chamber of International Commerce (CCOIC) 中国国际商会
- Embassies or consulates/The commercial counselor's office of the embassy in foreign countries 大使馆驻国外商务参赞处
- Advertisements in the newspaper or periodicals
- Banks
- Market survey/research 市场调研
- Mutual visits by trade delegations and representatives 贸易代表互访
- Introduction from other business firms or friends or business house of the same trade 同业商行
- The Internet
- Market investigation
- Attendance at the export commodities fairs and exhibitions at home and abroad 出口商品展会

After knowing the information about your client, you may begin to write letters or e-mails to establish business relations. Here are two sample letters of establishing business relations.

Sample Letter One:

本公司于 1952 年成立, 专营玩具和工艺品, 现在已经成为中国最大的进出口公司之一。由于公司的产品质量高、价格优惠, 因此在世界各地的客户中享有较高声誉。2014 年 3 月你从国际互联网络上得知美国的 DRAGON TOY CO., LTD 欲求购中国产的遥控赛车 (Telecontrol Racing Car)。客户的详细地址如下:

DRAGON TOY CO., LTD
1180 CHURCH ROAD NEW YORK,
PA 19446 USA.

FAX: 215-393-3921

E-MAIL ADDRESS: timzsh0516@sina.com

请参照上述基本情况,根据草拟建立业务关系信函的基本要求给对方发一封建立业务关系的电子邮件,要求格式完整、正确,内容包括公司介绍、产品介绍,并另寄产品目录及表达想与对方建交的热切愿望等。

Date: Dec. 26th, 2014

DRAGON TOY CO., LTD

1180 CHURCH ROAD NEW YORK,

PA 19446 USA

FAX: 215-393-3921

E-MAIL ADDRESS: timzsh0516@sina.com

Dear Sir or Madam,

We obtained your name and address from the international internet in March 2014 and we know that you are interested in Telecontrol Racing Car produced in China. Now we are writing to you to hope to establish business relations with you.

Our company was founded in 1952, specializing in toy and handicraft, and has already become one of the biggest import & export companies in China now. Our products hold high reputation by the clients in the world with the high quality and favorable price. Telecontrol Racing Car is our new product and it is very popular all over the world.

In order to give you a general idea of various kinds of product that we are handling, we are airmailing you under separate cover our latest catalogue for your reference. Please let us know immediately if you are interested in our products.

We look forward to your early reply.

Yours faithfully,

Jerry

Sample Letter Two:

我方在2014年10月23日举办的广交会上得知美国TCP公司需要节能灯。美国TCP公司(TCP COMPANY, USA)成立于1986年,是一家跨国大型光源公

司,主要经营各种优质节能灯、节能灯具、电感、电子日光灯用镇流器和灯具,以及应急安全灯和灯具等。

Dear Sirs,

We have learned from the Canton Fair in October 23, 2014 that you are in the market for energy-saving light.

As a leader in energy-saving lamp industry, we are glad to offer our own services. And we would like to enter into business relations with you on the basis of equality, mutual benefit and the exchange of needed goods.

Our energy-saving lamps are made of fine materials with advanced technology and using traditional craft. The company has passed the CCC certification and ISO9000 certification, so quality is guaranteed. Our lamps are your first choice because of the reasonable price. We ensure a catalogue for your reference and would have a keen on receiving your inquiries.

We look forward to your early reply.

Yours faithfully,

Jerry

Useful expressions:

(1) Source of information

We owe your name and address to. . .

We obtain your name and address from. . .

Through the courtesy of. . . , we come to know your name and address.

You were recommended to our company by. . .

Having had your name and address from. . .

We learned from. . . that you are producing shoes and handbags for export.

(2) Brief introduction of your own company

We would like to introduce ourselves to you as a corporation specializing in the export business of electric and electronic equipment.

We would like to offer you our services as a trading firm, and would mention that we have excellent connections in the trade and are fully experienced in the import business for this kind of product.

Our corporation specializes in the export of textiles.

Our company was listed on the New York Stock Exchange in 1999.

We are a Sino-US joint venture with a registered capital of USD 20 million.

We are one of the largest importers of building materials in the Southeast Asian.

(3) The intention of writing the letter

We are interested in establishing business relations with your corporation for the purpose of supplying you the commodities you want.

We would like to offer you our services as a trading firm, and. . .

We are writing to you in the hope that we can open up business relations with your firm.

In order to extend our export business to your country, we wish to enter into direct business relations with you.

We wish to express our desire to trade with you in leather shoes.

(4) Provide or ask for catalogue, price list and samples

To give you a general idea of our products, we are sending you under separate cover our latest catalogue together with a range of pamphlets for your reference.

We are enclosing a catalogue and a pricelist for your reference, so that you may acquaint yourselves with some of the items we handle.

In order to give you a general idea of our canned goods, we are sending you by separate airmail a copy of our latest catalogue. Quotations and samples will be sent to you upon receipt of your specific inquiries.

We invite you to send us details and prices, possibly samples.

In order to let us have a better understanding of your products, would you please send us catalogues and prices of your products with full details. Upon receipt of such materials, we shall see what items are of interest to us and pass our inquiries to you.

(5) Provide reference about financial standing or credit

If you need more objective information concerning our credit, please refer to the Midland Bank, London.

Concerning our financial status and reputation, please direct all inquiries to Bank of China, Beijing in China.

(6) Polite ending (expect to get the reply)

We look forward to hearing from you soon.

We look forward to your early/favorable reply.

We expect your prompt reply.

Your early reply will be appreciated.

We look forward to your order.

Please contact us at your earliest convenience.

We look forward to the opportunity of doing business with you.

Exercise

I. Translate the following terms and expressions

A. Into Chinese:

1. look forward to
2. a favorable reply
3. establishment of trade relations
4. full details
5. items available for export now
6. import and export now
7. circular letter
8. specific price
9. favorable price
10. enclosed please find

B. Into English:

1. 建立贸易关系
2. 潜在的买主/客户
3. 棉布
4. 经营范围
5. 早日
6. 概况
7. 种类繁多的
8. 价格单
9. 样品本
10. 收到……后

II. Choose the best answer to complete each of the following sentences

1. ____ in 1995, this company specializes in the export of cotton piece goods.
A. Establish B. Established C. Establishing D. To be established
2. ____ please find the catalogues and latest price list.
A. Enclosed B. Enclosing C. Enclose D. Enclosure
3. We will forward all the necessary information of the item mentioned above ____ receipt of your reply.
A. with B. upon C. in D. of
4. We look forward ____ your favorable news.
A. on B. to C. at D. of
5. The present market is favorable ____ importers.
A. with B. for C. in D. to
6. Because the article falls ____ the scope of our business activities, we are writing you in hope of ____ trade relations with you.