



浙江省“十一五”重点教材  
中国国际贸易学会推荐教材

IMPORT AND  
EXPORT  
PRACTICE AND  
MANAGEMENT

# 进出口贸易

(英文版)

## 实务与管理



主编 郑荷芬



中国商务出版社  
CHINA COMMERCE AND TRADE PRESS



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Import and Export Practice and Management

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中国商务出版社  
中国·北京

## 图书在版编目(CIP)数据

进出口贸易实务与管理=Import and Export  
Practice and Management:英文版:英文/郑荷芬主  
编.—北京:中国商务出版社,2011.5

浙江省“十一五”重点教材,中国国际贸易学会推荐  
教材

ISBN 978-7-5103-0468-2

I. ①进… II. ①郑… III. ①进出口贸易—贸易实务  
—高等学校—教材—英文②进出口贸易—贸易管理—高等  
学校—教材—英文 IV. ①F740.4

中国版本图书馆 CIP 数据核字(2011)第 085734 号

浙江省“十一五”重点教材

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出 版:中国商务出版社

发 行:北京中商图出版物发行有限责任公司

社 址:北京市东城区安定门外大街东后巷 28 号

邮 编:100710

电 话:010-64269744(编辑室)

010-64266119(发行部)

010-64263201(零售、邮购)

网 址:www.cctpress.com

邮 箱:cctp@cctpress.com

照 排:中国农业出版社印刷厂

印 刷:北京密兴印刷有限公司

开 本:850 毫米×1168 毫米 1/16

印 张:28 字 数:632 千字

版 次:2011 年 6 月第 1 版 2011 年 6 月第 1 次印刷

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书 号:ISBN 978-7-5103-0468-2

定 价:38.00 元

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# 前 言

随着世界经济进入了全球化时代,更加开放的姿态使中国加快了融入经济全球化的步伐。在进入 21 世纪后,中国对外开放的步骤和力度日益加大,参与的国际经济活动日益增多,融入经济全球化的广度和深度日益加强,国力显著增强。2009 年,中国已经超越德国,首次成为全球最大出口国,2010 年中国 GDP 超日本,成为世界第二大经济体。正是在这样的国际经济背景下,我国外向型企业对外贸人才的需求将会更多,提出的要求将会更高。在实践中,外向型企业越来越深刻地认识到,既熟悉外贸业务、通晓国际商务惯例,又能用国际通用语言——英语随时随地进行跨文化商务沟通的人才是企业竞争力的关键。本书的作者在多年的教学与培训实践中体会到,对于国际贸易专业学生、商务英语专业学生或从事外贸业务的在职人员来说,如果有一本教材或参考书能尝试以英语作为语言载体,以外贸业务的实际工作过程为主线,根据外贸业务员的典型工作任务设计学习内容,那么对他们的相关知识的获取、能力与素质的提升将会起到事半功倍的作用。本书就是为了满足这种需要而编写的。

本书作者在学校领导的支持下,用英语或英汉双语为国际贸易专业学生讲授“进出口实务”课程已有多年,双语课程“进出口实务”已获得浙江省教育厅立项,并成为 2010 年浙江省精品课程建设项目。本书是浙江省教育厅立项的“浙江省重点教材建设项目”,也是“进出口实务”精品课程建设的成果之一。

在写作过程中,本书作者邀请来自浙江省机械设备进出口有限责任公司、浙江省成套设备进出口有限公司、中国出口信用保险公司浙江省分公司等单位的业务骨干,以外贸业务的实际工作过程为主线,分析外贸业务员应具有的职业行动能力,并根据外贸业务员应具备的职业行动能力,分析其典型工作任务,然后根据工作任务来设计学习情境,以情境为模块、项目为载体、任务为驱动设计教材内容。本书分为出口业务操作与进口业务操作两部分。这两部分各包含 5 个学习情境,分别以一个典型项目贯穿始终,随着项目任务一个接一个地完成,学生的职业行动能力和核心技能都得到培养与提高。同时,为了培养创新型的商务人才,本书对传统的课后作业模式进行了改革,在每一个学习情境之后,精心设计了能够启发学生思维的弹性作业。本书的设计体现了课内外、校内外、理论与实践“三位一体”的教学模式,使学生能够学以致用。

本书由郑荷芬担任主编,负责总体框架设计、全书的统稿与校对,并担任出口业务操作中 Learning Scene(学习情境)1、4、5, Learning Scene 3 中的 Task(任务)3、4,进口业务操作中 Learning Scene 3、4、5 以及 Teaching Guidance(教学方案)的编写工作。周汶、朱恒章、于俊波、陈竹韵担任副主编,其中,周汶担任进口业务操作中 Learning Scene 1 的编写工作,朱恒章担任出口业务操作中 Learning Scene 3 中的任务 1、2 及进口业务操作中 Learning Scene 2 的编写工作,陈竹韵担任出口业务操作中 Learning Scene 2 的编写工作。

在本书出版发行之际,感谢外籍专家 M. 格鲁伯(M. Gruber)和 R. 霍默萨姆(R. Homersham)等为本书进行了英文审校工作。同时,也要感谢作者所在单位的大力支持,感谢学校的同事和有关的外贸企业及从业人员,特别感谢祝艳春老师的帮助,感谢中国商务出版社认真细致的工作。

由于编写时间仓促,加之作者水平、经验有限,书中错误或不当之处在所难免,敬请读者或本书使用者将批评、建议直接发至作者邮箱——20101133@sohu.com。

编 者

2011 年 2 月

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## **Part I Operate Export Business**

### **第一部分 出口业务操作**



## Learning Scene 1

### Make Preparation before Exporting

#### 出口前准备工作

#### Learning Objectives

##### ➤ Vocational Capabilities



to communicate with others



to determine research design



to search and process information



to design export commodity management scheme

##### ➤ Knowledge Objectives



to know varieties of goods in international trade



to learn specification, contents, property, technological process of products

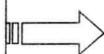


to know how and what to research international market



to understand types of and ways to search overseas clients

## *Tasks Breakdown*



Task 1 Get familiar with products



Task 2 Research international market



Task 3 Find overseas clients



Task 4 Investigate buyer's credit status



Task 5 Investigate trade restrictions



Task 6 Select a qualified domestic supplier

## *Introduction*

### *— A Case*



In the early July of 2008, Liu Lei graduated from a vocational institute majoring in international trade. She managed to be a member of Zhejiang XinXing Import & Export Co., Ltd. as a foreign trade salesperson engaging in export business. In an import and export company, whether having overseas orders has always been a key indicator to evaluate a foreign trade salesperson's work performance. As a green hand in this line, let's see what preparation Liu Lei should make to be successful in her post.



## Task 1

### Get familiar with products

There are many varieties of goods in international trade. For the purpose of collecting statistics, the **UN Secretariat** drafted **Standard International Trade Classification(SITC)** in 1950, and made amendment in 1960 and 1974. SITC classifies international trade commodities into 10 categories, 63 chapters, 233 groups, 786 sections and 1924 items.

The 10 categories are: Foodstuffs(0); Beverages and tobacco(1); Non-food items( not including fuels)(2); Mineral fuel, lubricating oil and related raw material (3); Animal and vegetable oils and fats and wax(4); Chemical industrial products and related products (5); Finished products classified by raw materials (6); Machinery and transportation equipment(7); other products(8); Items unclassified commodities(9).

In international trade, categories 0~4 are considered to be primary goods, while categories 5~8 finished products.

“A Good beginning is half done”, that is also the case in the conducting of an export trade. Before operating export business, **Liu Lei** should spend at least 3 months getting familiar with situation related with products at a manufacturing enterprise. She may go to sample room, or to workshop to have some idea of varieties, specification, contents, property, packing, technological process, production capabilities, etc. She may go to purchasing section to get information such as purchasing price of raw material, purchasing source, etc. She may also go to financial section to have some idea of financial expenses relevant to products. Getting familiar with products is the basis of successful export business for a foreign trade salesperson.



## Task 2

### Research international market

Any exporter who wants to open a new market in a foreign country, he must acquire a good knowledge of that market to which his products are sold. **Liu Lei**, as a new foreign trade salesperson, how does she know where to find an overseas market for her products? Even for an old salesperson, there still remains the question of finding new markets for his/her new products or expanding market share of his/her old products.

To answer this question is one of the objectives of market research, which is so vital to success in overseas markets. To look for a good market, a foreign trade salesperson must consider such factors as political and economic conditions, physical and climate conditions, social conditions, traditions and customs, existing products and structure of trade, geography and communications, legal aspects and so on. For example, countries with different political and economic systems take different attitudes toward foreign trade and their policies related to import and export, foreign exchange control. For another example, if there is a low standard of living with poor wage levels, say in some parts of Africa, there may be no market at all for automobiles or other luxurious products.

Therefore, **Liu Lei** will examine key areas of the overseas market environment on which an exporter must focus. Such research can be undertaken on the web.

#### 1. Scope of international market research

International market research includes:

##### (1) International economic environment

Foreign trade, in essence, is certain economic activity, which is inevitably exposed



to economic environment of countries the world over . Therefore, **Liu Lei** must tailor her market strategy to different country's economic environment . When observing a country's economic environment, she should focus on two factors: market size such as population, income disposal and economic properties such as infrastructure, economic development level.

## **(2)International political and legal environment**

Political systems are unique to particular societies, trading/economic blocs, and have many implications for exporters. In particular market access, taxation, negotiations, legal environment, repatriation of funds, exchange control and protectionism. It also extends to human rights, company law/structure, and recognition of International Conventions. **Liu Lei** must keep in touch with the ideology of governments particularly in situations where there is a change in political allegiance.

Legal systems feature trade barriers, market access, multilateral and bilateral trade agreements, economic customs and trade blocs and the commercial legal environment. It extends to membership of any International Convention.

## **(3)Cultural environment abroad**

Culture has been defined as the configuration of learned behavior and results of behavior whose component elements are shared and transmitted by members of a particular society. It embraces demographics, religion, language, education, values and attitude, aesthetic values, wealth, etc. Overall, it features in all areas of international trade embracing both service and industrial sectors. The cultural environment of international business extends to protocol, law and politics, social/economic factors, technology, material culture and social organization. Overall, culture is an area frequently underestimated by first time exporters entering an overseas market.

**Liu Lei** will now examine some aspects of culture which pose a real challenge to the exporter in the conduct of international business and its sustainment. This will be followed by a culture analysis and economic focus of key countries.

### **1)Material culture**

This includes all artefacts, i. e. all physical objects which are made, such as pottery, paintings, houses, roads, dams and airports. Material culture is a useful guide to a society's standard of living.

## **2) Education**

A highly educated population is easier to communicate with and usually quite sophisticated and more demanding in terms of product quality/durability/technology/performance, etc. Educated populations are more likely to have a higher standard of consumption and be more discerning on product choice development together with knowledge of the product service often through consumer associations. Moreover, the work force is likely to be well trained with high literacy standards. Market research data will be extensive and reliable.

## **3) Religion**

Characteristic attitudes and taboos often result from religion, which extends to food and people's attitudes to a whole range of products from deodorants to alcoholic drinks. It embraces philosophical systems, beliefs, and norms. Rifts within societies are often along religious lines and must be respected in conducting business overseas. There are also implications for business practice: Muslims regard Fridays as their Sabbath, for example, other religions so regard Saturday or Sunday. Additionally, color has different meanings in different countries-white for mourning in China and orange has political significance in Northern Ireland. This must be borne in mind in advertising material and when presenting gifts.

## **4) Special organizations, customs and roles**

The social fabric and structure are changing in many countries through the influence of education, investment, travel, communication, migration, immigration, the Internet, inwards investment and technology. The change is driven by the younger generation. In particular by education by the indigenous population and persons who are educated overseas and return to their country to impart and develop economic/technical/ social skills of wealth creation and improved living standards. Social organization represents the way in which society organizes itself and in particular how