



普通高等教育“十二五”应用型本科规划教材
上海市“085工程”资助出版精品教材

新编国际贸易实务 双语教程

主编 李博婵



 中国人民大学出版社



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中国人民大学出版社
· 北京 ·

图书在版编目 (CIP) 数据

新编国际贸易实务双语教程/李博婵主编. —北京: 中国人民大学出版社, 2015. 7
普通高等教育“十二五”应用型本科规划教材 上海市“085工程”资助出版精品教材
ISBN 978-7-300-21713-0

I. ①新… II. ①李… III. ①国际贸易-贸易实务-双语教学-高等学校-教材 IV. ①F740.4

中国版本图书馆 CIP 数据核字 (2015) 第 167259 号

普通高等教育“十二五”应用型本科规划教材
上海市“085工程”资助出版精品教材
新编国际贸易实务双语教程
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Xinbian Guoji Maoyi Shiwu Shuangyu Jiaocheng

出版发行 中国人民大学出版社

社 址 北京中关村大街 31 号

电 话 010-62511242 (总编室)

010-82501766 (邮购部)

010-62515195 (发行公司)

网 址 <http://www.crup.com.cn>

<http://www.ttrnet.com> (人大教研网)

经 销 新华书店

印 刷 北京东方圣雅印刷有限公司

规 格 185mm×260mm 16 开本

印 张 12.5

字 数 290 000

邮政编码 100080

010-62511770 (质管部)

010-62514148 (门市部)

010-62515275 (盗版举报)

版 次 2016 年 1 月第 1 版

印 次 2016 年 1 月第 1 次印刷

定 价 31.00 元

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Introduction of the Book

This is a book for undergraduate, post graduate students, and some others who want to acquire knowledge of international trade. And also it is specified in the practice perspective, but not the theory one. So it is telling how to do international trade, but not why peoples and countries trade each other. No matter for an export SOHO (small office and home office) or a multinational export enterprise staff, it could all be a reference and a handbook.

In most English speaking countries, practice of international trade is not an independent subject, because international trade is a course of practice involving different links and parts which belong to other subjects. However, in China, practice of international trade is almost compulsory course for every international trade major and most economics related majors. Therefore, there are very few of English books specially on import and export trade. Furthermore, English is the most commonly used language and almost all the practice of international trade are in English. So a textbook in English is necessary for all those who want to be acquainted with international trade.

In China, there are many pioneers who have done some attempts on the English textbooks from the perspectives of business English or international trade, such as Professor Yi Luxia from Guangdong University of Technology, Professor Wang Xuehui from Anhui Agricultural University, Professor Shuai Jianlin from Southwestern University of Finance and Economics, etc. They are all my honorable teachers and scholars who have given me so many inspirations in the attempt to compose the book. I would also like to give my undying gratitude to my undergraduate professor, Mr. Qiu Jiafeng who makes me fall in love with the subject from the very beginning. Professor Liu Xiangqian from Shanghai Dianji University and my student Jimmy Zhou have also participated in the translation work of the book.

References of the book are mainly: (1) carefully reading, rethinking, organizing and editing on previous works; (2) BBS specially on international trade, law, finance, and etc. (3) other websites related to international trade.

The purposes of the book are: (1) making the core contents more concise, clear-cut, and easy to approach; (2) tailoring it into a 36-hour course which makes the teacher free

from choice of the teaching contents and the students less confusing about the keys; (3) highlighting the key links and parts, and omitting those not so important; (4) adding into latest trends and popular ways of practice in international trade.

Themes of the book includes: Customer Development and Business Negotiation; Description of Goods; Incoterms; International Trade Payment; International Cargo Transportation; International Cargo Insurance; Arbitration; Force Majeure; etc.

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Customer Development and Business Negotiation

Ways to Find a Customer

China has become the largest export economy since 1990's. However, in the international aspect, fluctuation of developed economies, sharply rise of Southern Asian, South American and some backward economies, have made export competition go nuclear. In home China, rising labor cost and land cost, weakening export policies, exacerbated the difficulties of export enterprises. Therefore, developing new export markets and maintaining the traditional ones become vitally important. Trade fairs, yellow pages, introduction by old customers and friends, and other traditional ways are by no means the only ways to establish business relationships before E-commerce has made business development more convenient and diverse.

1.1 Trade Fair

A Trade Fair (trade show, trade exhibition or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities. Canton fair in consumer and industry products in Guangzhou is the most important trade fair in China.

1.2 Yellow Pages

Yellow Pages refer to a telephone directory of businesses, organized by category, rather than alphabetically by business name and in which advertising is sold. The directories were originally printed on yellow paper, as opposed to white pages for non-commercial listings. The traditional term yellow pages are now also applied to online directories

of businesses.

Online business directories are known as IYP or Internet yellow pages. On a broader scale, they are known as vertical directories. There are consumers oriented and business oriented varieties. All providers of IYP offer online advertising.

According to several reports the search term “yellow pages” was in the top 5 highest revenue generator of all search terms in Google’s Ad Words program in 2010. Experian/Hitwise reported in January 2011 that the search term “yellow pages” was one of the top 50 search terms across all search engines and all search terms (millions of search terms). This makes “yellow pages” one of the most searched for things on the Internet. These facts indicate that people are using search engines such as Google, Bing, Yahoo, and others for local phone books.

1.3 Businesses-to-Business Gateways

Business-to-Business (B2B) Gateways integrate data from back-end systems enabling information exchange across trading partners. B2B Gateways also provide a centralized point for transformation of multiple data sources through interoperability standards such as XML (Extensible Markup Language), cXML (Commerce XML) and EDI (Electronic Data Interchange). B2B Gateways provide businesses an e-commerce platform for integrating with key suppliers and customers quickly and easily. The platform often is a component of a company’s Service-Oriented Architecture (SOA). Other capabilities of the B2B Gateways include trading partner management and security control. B2B Gateways help to bridge the collaboration gap across the supply chain partners and transform the dataflow between companies from a batch oriented manner into a real time process. This streamlines the processing and enables for business activity monitoring (BAM) systems to be implemented which provides the enterprise with greater visibility and proactive control over the applications. B2B Gateways continue to be in high demand for organizations of every size.

List of Popular B2B Gateways

1. Alibaba.com

Details: Import and export trade leads and opportunities.

2. Global Sources

Details: Provides sourcing information to volume buyers and integrated marketing services to suppliers.

3. Made-In-China

Details: Trade Directory of China products, China manufacturers, China exporters and China suppliers.

4. Ec21.com

Details: Import and export trade leads and opportunities.

5. ECplaza.net

Details: Designed to offer Internet based services, where trading firms around the world can engage in business without any barriers in terms of nation, region, or language while promoting global trade community.

6. DI Trade. com

Details: B2B online trading platform in the world with over 1 million products. a merchants' favorite website for product sourcing and selling. It was launched with the name eBigChina. com in 1999 and renamed to DIYTrade. com in May 2006.

7. Busytrade. com

Details: Busy Trade, B2B trade leads marketplace, China Products, China suppliers, company directory, trade directory, importers and exporters' directory, China manufacturers!

8. Buyer Zone. com

Details: Marketplace for small and mid-sized businesses.

9. Taiwan Commerce

Details: Specializing in the promotion of manufacturers, products, suppliers, exporters, traders, importers, company, directory, portal, marketplace, global sources, machinery, industry, business, trade leads, bulletin board and trade information.

10. Eceurope. com

Details: A business to business trading hub for Europe.

After-class work

Suppose you have a SOHO export business of your own, register on one of the B2B platforms, release a piece of information on what you sell, or what you wish to buy, and get enquiries if it is possible.

1. 4 Search Engines

According to the investigation of Google and Millward Brown^①, 42% of the international buyers take **Search Engines** as the first choice to find suppliers. 11% of the buyers' first choice is finding their targeting products from the suppliers' websites. 10% of the buyers' first choice is introduction of friends, colleagues, and peers. 7% of the buyers choose B2B as the most frequent way they use to find suppliers. Surely there are other ways, such as magazines, trade fairs, etc. Investigations by Thomas Publishing and Enquiro Research show similar results.

Now that search engine has become an important way to find a customer, for almost each trade company has its own website, blog, or any other kind of introduction space with E-mail addresses on it, traders search those websites, and E-mail the companies to establish business contacts. Google. com is now the most frequently used search engine in business development. Steps to use a search engine usually are:

- Use your product as a key word
- Delete the B2B information
- Delete your peers as an exporter

^① Millward Brown is a global company focused on brands, media and communications. It is part of Kantar, the insights arm of WPP plc, and the world's second largest market research organization after Nielsen Company.