

进出口业务概要



**ESSENTIALS OF
EXPORT AND
IMPORT PRACTICE**

上海外语教育出版社

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Essentials of Export and Import Practice
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前 言

近年来,我国在实行对外开放政策中已经取得了重大的成就。为了加快我国的经济建设,今后更需要进一步扩大与世界各国的经济技术合作和贸易交流。对外贸易无疑是连结国内外经济交往的重要渠道之一,因而对它的理论和实务的学习和研究就更有必要。对外贸易作为一门学科,现今也已为越来越多的人和有关方面所关注。然而有关这方面的专著和教材,国内虽已出版了不少,但用英语编写的进出口业务教材,尚属少见,而教学界和有关业务部门都很希望能见到这样一本书的出版。

本书的编写旨在对有关人员了解、学习和掌握对外贸易基础知识和进出口业务实践技能有所帮助。本书可以用作大专院校的专业教材,也可作为新走上外贸工作岗位的同志和自学或进修外贸业务人员的参考用书。同时,也希望本书对有关读者起到一石二鸟的作用:既学习了专业知识,也学习了专业英语。根据两年多来本书作为上海外国语学院对外经济贸易系及上外夜大学英语大专班内部专业教材使用的情况,教学效果良好,确实能起到这种作用。

本书在内容上力求把基础的东西尽量包括进去;在表达上力求文字通俗,简明扼要。全书各章节按其业务主要环节的纵横关系有机地进行编排。第一至第三章,重点介绍出口业务的总说;第四至第十六章,详细阐述各个出口业务的环节,诸如市场调研、业务磋商、品质数量、包装标志、价格术语、商检

报关、装运交货、海运提单、海运保险、出口支付、汇票支票、货运单证、争议处理等；第十七和十八两章概述进口业务和其它类型的贸易方式。我们认为这样的章节安排有利于学习，特别是第三章的内容犹如一幅描绘出口业务环节的鸟瞰图，在学习开始阶段就能使读者对出口业务获得一个大纲式的概念。这样可以引起学生的求知欲，在欲窥全豹的心理下，有利于他们专心致志地学习各个具体章节，起到事半功倍的效果。至于进口业务，它与出口业务是一个事物的两个方面，掌握了出口业务，也就在一定程度上了解了进口业务，所以本书只用较少的篇幅作介绍，以期触类旁通，从而培养和增进读者的思考能力。

在编写过程中，上海外国语学院对外经济贸易系主任薛蕃康教授对本书提出了宝贵的意见，并在最后作了全面的审阅，在此谨表衷心的感谢。

由于我们水平有限，书中不妥之处，请读者批评、指正。

编者

1987年11月

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Chapter 1

Some Basic Concepts of Foreign Trade

Why Do Nations 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 foreign trade (or 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 foreign trade can be classified as resource reasons, economic reasons, and political reasons.

Resource Reasons

Some nations of the world have certain conditions or resources that provide them with a basis for foreign trade. Illustrations include favorable climate conditions and terrain, natural resources, skilled workers, and

capital resources.

1. 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 climate and terrain in such U. S. states as Kansas, Nebraska, South Dakota, North Dakota are ideal for raising wheat. 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.

2. 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.

3. Skilled Workers

If a nation has a 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.

4. Capital Resources

Another important factor in foreign 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 foreign 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.

1. Absolute Advantage

When one nation is more efficient than (or has an absolute advantage over) another in the production of one commodity but is less efficient than (or has an absolute disadvantage with respect to) the other nation in producing a second commodity, then both nations can gain by each specializing in the production of the commodity of its absolute advantage and

exchange part of its output with the other nation for the commodity of its absolute disadvantage. By this process, resources are utilized in the most efficient way and the output of both commodities will rise. This increase in the output of both commodities measures the gains from specialization in production available to be divided between the two nations through trade.

For example, because of climate conditions, Canada is efficient in growing wheat but inefficient in growing bananas (hot houses would have to be used). On the other hand, Nicaragua is efficient in growing bananas but inefficient in growing wheat. Thus, Canada has absolute advantage over Nicaragua in the cultivation of wheat but an absolute disadvantage in the cultivation of bananas. The opposite is true for Nicaragua.

Under these circumstances, both nations would benefit if each specialized in the production of the commodity of its absolute advantage and then traded with the other nation. Canada would specialize in the production of wheat (i.e., produce more than needed domestically) and exchange some of it for (surplus) bananas grown in Nicaragua. As a result, both more wheat and more bananas would be grown and

consumed, and both Canada and Nicaragua would be gainers.

Now let us look at another numerical example of absolute advantage shown in the following table:

	U. S.	U. K.
Wheat (bushels/man-hour)	6	1
Cloth (yards/man-hour)	4	5

The table shows that one hour of labor time produces six bushels of wheat in the United States but only one in the United Kingdom. On the other hand, one hour of labor time produces five yards of cloth in the United Kingdom but only four in the United States. Thus, the United States is more efficient than, or has an absolute advantage over, the United Kingdom in the production of wheat, while the United Kingdom is more efficient than, or has an absolute advantage over, the United States in the production of cloth. With trade, the United States would specialize in the production of wheat and exchange part of it for British cloth. The opposite is true for the United Kingdom.

If the United States exchanges six bushels of wheat (6W) for six yards of British cloth (6C), the United States gains 2C or saves 1/2

man-hour or 30 minutes of labor time (since the U. S. can only exchange 6W for 4C domestically). Similarly, the 6W that the United Kingdom receives from the United States is equivalent to or would require six man-hours of labor time to produce in the United Kingdom. These same six man-hours can produce 30C in the United Kingdom (6 hours times 5 yards of cloth per man-hour). By being able to exchange 6C (requiring a little over one hour to produce in the United Kingdom) for 6W with the United States, the United Kingdom gains 24C or saves almost five man-hours.

The fact that the United Kingdom gains much more than the United States is not important at this time. What is important is that both nations can gain from specialization in production and trade.

2. Comparative Advantage

According to the law of comparative advantage, even if one nation is less efficient than (has an absolute disadvantage with respect to) the other nations in the production of both commodities, there is still a basis for mutually beneficial trade. The first nation should specialize in the production of and export the commodity in which its absolute disadvantage is smallest (this

is the commodity of its comparative advantage) and import the commodity in which its absolute disadvantage is greatest (this is the commodity of its comparative disadvantage).

Here, a numerical example of comparative advantage is shown in the table below:

	U. S.	U. K.
Wheat (bushels/man-hour)	6	1
Cloth (yards/man-hour)	4	2

The table shows that the United Kingdom now produces only two yards of cloth per man-hour instead of five (as shown in the example given in the preceding section). Thus, the United Kingdom now has an absolute disadvantage in the production of both wheat and cloth with respect to the United States.

However, since United Kingdom labor is half as productive in cloth but six times less productive in wheat with respect to the United States, the United Kingdom has a comparative advantage in cloth. On the other hand, the United States has an absolute advantage in both wheat and cloth with respect to the United Kingdom, but since its absolute advantage is greater in wheat (6 : 1) than in cloth (4 : 2), the United States has a comparative advantage in

wheat. To summarize, the U. S. absolute advantage is greater in wheat and so the United States has a comparative advantage in wheat. The U. K. absolute disadvantage is smaller in cloth so that its comparative advantage lies in cloth. According to the law of comparative advantage, both nations can gain if the United States specializes in the production of wheat and exports some of it in exchange for British cloth. (At the same time, the United Kingdom is specializing in and exporting cloth.) So far, we have stated the law of comparative advantage in words, then restated it with a simple numerical example. However, we have not yet proved the law. To do so, we must be able to show that the United States and the United Kingdom can both gain by each specializing in the production of and exporting the commodity of its comparative advantage.

To start with, we know that the United States would be indifferent to trade if it received only 4C from the United Kingdom in exchange for 6W, since the United States can produce exactly 4C domestically by utilizing the resources released in giving up 6W. And the United States would certainly not trade if it received less than 4C for 6W. Similarly, the

United Kingdom would be indifferent to trade if it had to give 2C for each 1W it received from the United States, and it certainly would not trade if it had to give up more than 2C for 1W.

To show that both nations can gain, suppose the United States could exchange 6W for 6C with the United Kingdom. The United States would then gain 2C (or save $\frac{1}{2}$ hour of labor time) since the United States could only exchange 6W for 4C domestically. To see that the United Kingdom would also gain, note that the 6W that the United Kingdom receives from the United States would require six man-hours to produce in the United Kingdom. The United Kingdom could instead use these six man-hours to produce 12C and give up only 6C for 6W from the United States. Thus, the United Kingdom would gain 6C or save three hours of labor time. Once again, the fact that the United Kingdom gains more from trade than the United States is not important at this point. What is important is that both nations can gain from trade even if one of them (in this case the United Kingdom) is less efficient than the other in the production of both commodities.

We can convince ourselves of this by look-

ing at a simple example from everyday life. Suppose a lawyer can type twice as fast as his secretary. The lawyer then has an absolute advantage over his secretary in both the practice of law and typing. However, since the secretary cannot even practice law without a law degree, the lawyer has a greater absolute advantage or a comparative advantage in law, and the secretary has a comparative advantage in typing. According to the law of comparative advantage, the lawyer should spend all of his time practicing law and let his secretary do the typing. For example, if the lawyer earns \$100 per hour practicing law and must pay his secretary \$10 per hour to do the typing, he would actually lose \$80 for each hour that he typed. The reason for this is that he would save \$20 (since he can type twice as fast as his secretary) but forgo earning \$100 in the practice of law.

Political Reasons

Some nations of the world trade with others for basically political reasons. For example, the USSR has traded with Cuba for two decades now because the Soviets want to support a government in that country that is in basic agreement with their political doctrine.

The United States has traded with South Korea for similar reasons. In both cases, political objectives have outweighed economic considerations.

Unique Problems in Foreign Trade

Foreign trade is similar to domestic trade in several ways. For example, business must still offer goods and services that people want and are able to afford. Likewise, some kind of sales effort must be exerted to call the goods to the attention of prospective buyers and to bring about their sale. And, of course, there must be some profit in it for the business.

However, there are also some unique problems in foreign trade and companies doing business overseas must be aware of them. In particular, these include cultural problems, economic problems, and trade barriers.

Cultural Problems

When companies do business overseas, they come in contact with people from different cultures. These individuals speak different languages and have their own particular customs and manners, and local demand. These differences can create problems.