

国际经贸岗位群 模块英语

Module English for Posts of
International Trade & Economy

朱淑英 桑莉琳 主编



江苏大学出版社

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内容提要

本书围绕国际商务、国际经贸特定的职业岗位群介绍国际经贸实务知识,分四大模块 26 个单元。第一模块设定岗位为国际贸易业务员,主要介绍进出口贸易流程;第二模块设定岗位为报关员和货代员,介绍与关税及报关有关的知识点和实务环节;第三模块设定岗位为助理项目管理师,介绍国际贸易订单的跟单管理、国际外包等;第四模块为最新国际经贸实用知识介绍。

本书可供高等院校国际贸易、商务英语等专业的学生使用,也可供国际经贸从业人员参考。

国际经贸岗位群模块英语

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前 言

在社会主义市场经济条件下,教育的目标是培养适应市场的高素质、技能型应用人才。国际经贸这个特定的职业岗位群主要指国际贸易外销员、单证员、货代员、报关员、助理项目管理师等,他们既要有国际经贸专业知识,又要有实际进出口贸易的操作能力。而国际经贸岗位群的工作,既有各自的特点,又相互联系、相互影响,整个工作程序经常交叉进行,涉及的知识面广,实务操作环节复杂。因此,本书从学生的实际文化水平和该专业的实用知识出发,按岗位群及工作流程来设计每一模块,这是本书的一大特点。

国际经贸岗位群的另一特点是:完成岗位工作需要使用英语,而且是特定的专业英语。所以,了解特定专业术语以及相应的英语表达方法,积累国际贸易英语使用技巧,非常重要,也很必要。本书正是从这一点出发,选编了实用性、专业性较强,也易理解的专业英语文章。

本书的英语表达力求浅显易懂、深入浅出。对于难点、重点,每一单元后都有详细的中文注释。每一单元最后的练习以理解和思考题为主,旨在帮助学生复习所学知识,并能独立思考、综合归纳、灵活运用。本书共分四大模块,通过对各模块的学习,不但可了解国际贸易的专业知识和操作流程,而且可大大拓宽知识面,并能提高英语阅读与应用能力,可谓一举多得。

本书在编写时参考和借鉴的一些学习材料包含了目前国际经贸岗位群所涉及的最新实用知识。因此,本书也是从事国际经贸工作的经营

管理人员值得阅读的一本参考书。

本书由朱淑英进行总体策划、设计并负责各模块的选题和定稿,由朱淑英、桑莉琳担任主编,秦玥、任礼勤担任副主编,吕宛珈、夏静、吴汤镠、徐宏前、宋雪霜、侯志燕、章蕴参与编写。本书由钱宏主审,由潘大亮、徐燕、程锦芳、徐军委校对。

在本书的编写过程中,我们得到常州建东职业技术学院王荣成院长的关心和支持,以及吴如漪副院长的指导和帮助。编写组对此表示敬意和致谢!此外,对给予本书编写大力支持的各位同仁也表示深深的谢意。囿于编者水平有限,经验不足,书中必定存在疏漏差错之处,敬请同行专家、读者指正并提出建议,以便今后进一步完善,对此我们衷心致谢!

编者

2009.1

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Post: International Traders

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Unit 1

Export Procedures

出口贸易流程

在市场经济条件下,对外贸易在一国经济发展中占有极其重要的战略地位。特别是随着我国对外开放水平的提高,成功加入 WTO,投资环境的进一步完善,以及对外贸易与国际的全方位接轨,我国对外贸易的发展速度十分迅猛。在这种形势下,国际贸易人才的需求呈逐年递增之势,具有多种应用能力的贸易专业高职人才更是受到各类用人单位的青睐,尤其是出口贸易对实用型人才的需求激增。为帮助从事国际贸易的人员更好地了解出口贸易的实际操作,本单元就出口贸易的流程作详细介绍。



Key terms



chamber of commerce

counter-offer

place an order

an irrevocable letter of credit

CIF term

commercial invoice

bill of exchange

establish business relations

firm offer

business negotiation

book shipping space

insurance policy

bill of lading

Exporting is both challenging and rewarding. It has been observed that the world's economic and scientific development causes the increasing need for documentation. To make a success in export trade, the exporter must adopt an integrated systems approach, a well-defined export price and payment policy. This approach must start right from the quotation stage when the price and offers are being made for presentation to the potential overseas buyer. Also, in order to be successful in exporting one must fully investigate on its markets. No one should ever try to tackle every market at once. Overseas design and product requirements must be carefully considered.

Establishing Business Relations

Establishing business relations is the first step to develop foreign trade. A successful businessman person is able to get new opportunities for the company he or she works for. One may establish business relations with companies abroad through many channels like banks, chambers of commerce^[1], trade directories^[2], business associates, commercial counselors' offices, commercial office of embassies, advertisements, exhibitions and trade fairs, market surveys, recommendations by business partners or clients and other sources. These are good ways to help you find the potential buyers. Once you find the potential customers, it's important to contact with them by e-mail, fax, MSN online or even face-to-face meetings as soon as possible. Since then, the process of inquiry^[3], offer^[4], counter-offer^[5] and acceptance^[6] is usually required in the export negotiation.

Despatching Samples

As the overseas buyers generally ask for the samples before placing confirmed orders, it is essential that the samples should be attractive, informative and have retention^[7] and reminder value. Exporters have to despatch the right samples (either large or small ones) for customers' confirmation. In practice, sometimes sample confirmation can not be reached in one time, so export traders need to make records for each confirmation. Besides, timing is the vital factors for exporters to send their samples, so selecting the proper courier services is very important. Exporters usually despatch samples to their customers overseas via the world's big courier companies, like DHL, UPS, FedEx, and TNT, N. V. .

Inquiry and Offer

Companies doing business with others undergo the process of “offer—counter-offer—acceptance” before reaching a sales agreement. This process may be oral, taking the forms of face-to-face meeting or telephone conversations, and online chatting. But mostly, it is completed with written correspondence between two companies, like e-mails.

When you contact a company for business' sake for the first time, it is always important

to get the necessary information about the company concerning 4Cs (Credit, Character, Capital, and Capacity), which means you should know about its reputation, financial status and business mode before conducting a transaction. On the other hand, an inquiry from a prospective customer may include the price, trade terms, quality, packing, the demand for a product and so on.

An offer is the expression of the wish of the exporter to evaluate particular goods under stated terms, including quantity, prices, shipment, terms of payment, etc. It usually follows an inquiry which is either written or oral. Offer can be divided into two kinds: firm offers and non-firm offers^[8]. An offer is sometimes called a firm offer when it is a definite promise to sell and the term in the promise will not be changed after it is accepted by the buyer within the given validity time. Non-firm offers are the ones which are not binding upon the sellers and the details of the offers may change in certain situations. This form is generally used when there is still much to discuss and many terms are not yet agreed upon.

Counter-offer and Acceptance

A counter-offer is a partial or full rejection of the original offer of the seller. Generally speaking, after receiving a firm order or a non-firm offer, the offeree will not accept it immediately and unconditionally unless the offer is quite reasonable and to buyer's satisfaction. Usually, the buyer tends to make a very careful analysis and study of the offer and the current market situation, and suggests some changes in the terms and conditions in the offer. And then the buyer will state his own terms and conditions to the seller (exporter). To convince the seller of his position, the buyer should give proper reasons to support himself. We call this reply to the offeror from the offeree with revised, restrictive or additional terms and conditions "counter-offer". Once the counter-offer is made, the original offer will be invalid, and the business will be on the basis of the counter-offer.

The seller has the right of acceptance or refusal. When receiving the buyer's counter-offer and finding some terms and conditions unsatisfactory or even unacceptable, the seller will state his own opinions. This is called "counter-counter-offer"^[9]. If all the conditions are reasonable, the seller will accept the counter-offer, and this is called "acceptance". So now, the procedures of export trade can move to the next step: order and confirmation^[10].

Order and Confirmation

When a customer has decided to purchase a product, he or she will place an order. An order in foreign trade is defined as "a request by a customer for a company to supply goods or service". It is the result of an offer or a counter-offer with a positive acceptance. Today, many companies provide specially-designed order forms. The forms are sometimes enclosed in catalogs, brochures^[11] or pamphlets^[12] and then sent to potential buyers.

When a company receives an order, either by an order letter or order form, it often responds with a confirmation letter. This letter is in accordance with the terms and conditions of the previous conversation.

Business Negotiation with Buyers

When the buyer accept the offer from the seller, they will have further negotiation about terms and conditions specified in an export contract, which include, besides price terms agreed upon by both parties, quality warranty, payment terms, marine insurance^[13], shipment terms, due delivery, arbitration clause^[14], etc.

If both sides reach an agreement on all issues, they will sign a sales contract.

Implementation of Sales Contract

Now the sales contract is signed, the next step is to implement the contract. We can summarize the procedure of implementing contract as follows: opening a letter of credit, manufacturing goods for export, booking shipping space under CIF term^[15], covering insurance, preparing shipping documents and making payment, packing the goods and delivering the goods. We will talk about this process in details.

● Opening a L/C^[16]

Now let's suppose the importer (buyer) is New York Import & Export Trade Co. Ltd. After signing the sales contract, this company should apply to a bank, for example, Citibank^[17] of American, New York Branch, for opening an irrevocable letter of credit^[18] in favour of exporter. Suppose the exporter is Changzhou Foreign Trade Co. Ltd. Based on the contract, the same terms concerning the description and quality of the goods, quantity, price, due delivery and shipment, shipping documents should all be exactly stipulated in the application of the L/C, and, thereafter, in the letter of credit to be issued.

● Manufacturing goods for export

Once you are ready with the infrastructure^[19] for exporting goods and have obtained necessary finance, you should prepare the goods for export. Producing the goods should be done with extreme care and caution as to the quality and cost. Moreover, purchasing the raw materials and manufacturing the goods for export will need extra efforts on your part.

The important aspects about the goods to be exported are quality control and pre-shipment inspection. At times, foreign buyers lay down their own standards / specifications which may or may not be in consonance with the standards.

● Booking shipping space

Under CIF term, the exporter, Changzhou Foreign Trade Co. Ltd is obligated to book spaces. After booking space is done, the exporter should arrange shipment according to the date of shipping.

- Covering insurance

Insurance is an important part of foreign trade. Shipments by sea are covered by marine cargo^[20] insurance. Also, under CIF term, it is the duty of the Changzhou Foreign Trade Co. Ltd to cover an insurance against the loss of or damage to the goods shipped. The kind of insurance depends upon how the exporter wants to be protected. An insurance policy^[21] is the actual agreement between the insurance company and the purchaser (here means exporter) of the insurance as to the exact terms and conditions of the “policy” or agreement of when, where, and why insurance will be paid.

- Preparing shipping documents and making payment

Correct documents, therefore, is the lubricant^[22] of international trade and its importance cannot be ignored. Incorrect documents will cause delays at ports when clearing the goods through customs, resulting in extra costs, failure to meet delivery dates and in some cases, seizure^[23] of such goods. There are some examples of common documents:

1. **commercial invoice**^[24]

COMMERCIAL INVOICE

International Waybill No:		Date of Exportation			
Shipper / Exporter (Complete Name and Address)		Consignee (Complete Name and Address)			
Agent Of Export		Origin			
No. OFPKGS	Description of Goods	Weight (kg)	PCS	Unit Value (USD)	Total Value (USD)

Total(USD) : _____

Shipper's Signatue & Stamp

Date

2. bill of exchange^[25]

BILL OF EXCHANGE

凭 Drawn under	(opening bank) _____		信用证号 L/C No.	_____	
日期 Dated	_____	支取 Payable with interest @ _____ % _____ 按 _____ 息 _____ 付款			
号码 No.	_____	汇票金额 Exchange for	_____	宁波 Ningbo, _____ 20 _____	
见票 _____ 日后 (本汇票之副本未付) 付交					
AT _____ sight of this FIRST of Exchange (Second of Exchange being unpaid)					
Pay to the order of		_____	(negotiating bank)	_____	the sum of
款已收讫 Value received		_____			
此致 To:	(opening bank) _____				

3. packing list^[26]

CHINA GEO-ENGINEERING CORPORATION PACKING LIST

Project Mark


Packing No.

Consignee

No. of Consignor

Serial No. of Contract		Name and Specification of Commodity		Unit		Quantity	

4. bill of lading^[27]

Shipper	Booking Ref: B/L No:  PACIFIC INTERNATIONAL LINES (PTE) LTD (Incorporated in Singapore) COMBINED TRANSPORT BILL OF LADING Received in apparent good order and the holder, the rights and liabilities arising condition except as otherwise noted the in accordance with the terms hereof shall total number of containers or other (without prejudice to any rule of common packages or units enumerated below for law or statute rendering them binding on the transportation from the place of receipt to Merchant) become binding in all respects the place of delivery subject to the terms between the Carrier and the Holder as hereof. One of the signed Bills of Lading must be surrendered duly endorsed in exchange for the Goods or delivery order. though the contract evidenced hereby had been made between them. On presentation of this document (duly endorsed) to the carrier by or on behalf of SEE TERMS ON ORIGINAL B/L		
Consignee			
Notify Party			
Vessel and voyage Number	Port of Loading	Port of Discharge	
Place of Receipt	Place of Delivery	Number of Original Bs/L	
PARTICULARS AS DECLARED BY SHIPPER - CARRIER NOT RESPONSIBLE			
Container Nos/Seal Nos. Marks and/Numbers	No. of Container/Packages/ Description Goods	Gross Weight (Kilos)	Measurement (cu-metres)
Freight & Charges	Number of Containers/Packages (in words)		
	Shipped on Board Date.		
	Place and Date of Issue.		
	In Witness Where of this number of Original Bills of Lading stated above all of the tenor and date one of which being accomplished the others to stand void. for PACIFIC INTERNATIONAL LINES (PTE) LTD as Carrier		

When shipping documents are reached, the L/C opening bank and the importer have to examine them to check whether they conform with the terms stipulated in the irrevocable L/C. If any discrepancy occurs, amendment should be required. Payment will be effected by the opening bank to the negotiating bank provided that the documents presented are in full agreement with the L/C terms.

● Packing the goods

An important stage after manufacturing of goods or their procurement^[28] is their preparation for shipment. This involves labeling, packaging, packing and marking of export consignments^[29]. Labeling requirements differ from country to country and the same should be ascertained well in advance from the buyer. The label should indicate quality, quantity, method of use etc. Packaging fulfills a vital role in helping to get your export products to the market in top condition, as well as in presenting your goods to the overseas buyer in an attractive way. While packaging, quality should not be compromised merely to cut down costs, packaging should also be in conformity with the instructions issued by the importer. Packing refers to the external containers used for transportation. The shape of packing cases plays a very important role in packing the cargo, and the nature of packing material to be used will depend upon the items exported. As regards the specification for the size, weight and strength care must be taken to ensure that the weight of standard case does not exceed 50 kg for easy handling of the cargo. Before packing and sealing the goods, it should be ensured that all the contents are properly placed in the case and the list of contents of packing notes should be prepared so that the buyer, the Customs authorities and the insurance authorities can easily check the contents of each and every case.

● Delivering the goods

As each sales contract signed, the exporter has to deliver the goods exported on time on condition that payment will be effected. To ensure the prompt delivery of the ordered goods in a satisfactory condition, the parties concerned, including the consignor (exporter)—who sends the goods, the carrier—who carries the goods, and the consignee (importer)—who receives them at the destination, should stay in frequent contact.

Claims and Adjustment

Now complementing of contract is completed. However, mistakes do happen in foreign trade. Buyers may sometimes receive damaged or defective goods, or receive the goods too late. If the buyer claims against the exporter, adjustment should be made to deal with difficult situations for the benefit of both the buyer and the seller. If adjustment can not solve problems, both sides will come to the arbitration.

After this step, the working procedures of export trade do not come to the end. The exporter should go to the SAFE^[30] (State Administration of Foreign Exchange) for export tax rebate.

Notes

1. chambers of commerce 商会

2. directories 目录

3. inquiry 询盘, 又称询价, 在法律上不具有约束力, 往往是交易的起点, 可涉及产品的质量、规格、数量、包装、价格、交货期、运输方式等贸易条件。

4. offer 发盘, 又称报价, 法律上称为“要约”。报价一般规定有效期限, 超过有效期, 报价失效。

5. counter-offer 还盘, 还价, 法律上又称“反要约”, 是指受盘人不同意或不完全同意发盘中的交易条件而提出的修改或增加条件的意思。

6. acceptance 接受, 在法律上称“承诺”。受盘人对发盘人一旦表示接受, 合同即告成立, 发盘中的交易条件对发盘人、受盘人都构成法律约束力。

7. retention 保留, 保持

8. firm offers and non-firm offers 实盘和虚盘。实盘是发盘人 (Offerer) 按其提供的条件达成交易目的的明确表示。实盘具有法律效力。受盘人 (Offeree) 一旦在有效期限内接受实盘上的条件和内容, 发盘人就无权拒绝售货。

一项实盘必须具备以下条件:

(1) 发盘的内容和词句必须肯定, 不能用“大约 (about)”, “参考价 (reference price)”等模棱两可的词。

(2) 发盘的内容明确完整, 其内容应包括商品品质 (Quality)、数量 (Quantity)、包装 (Packing)、价格 (Price)、装运 (Shipment)、支付 (Payment)、有效期 (Validity) 等。

(3) 发盘中不能有保留条件, 比如: 以我方最后确认为准 (subject to our final confirmation), 以货物的未售出为准 (subject to goods being unsold)。

虚盘是发盘人所作的不肯定交易的表示。凡不符合实盘所具备的上述三个条件的发盘, 都是虚盘。虚盘无需详细的内容和具体条件, 也不注明有效期。它仅表示交易的意向, 不具有法律效力。

9. counter-counter-offer 反还盘

10. confirmation 确认

11. brochure 宣传小册子

12. pamphlet 小册子, 刊物等

13. marine insurance 海运保险

14. arbitration clause 仲裁条款

15. CIF term CIF, 贸易术语, 是“Cost, Insurance and Freight”中三个单词的第一个字母大写组成, 中文意思为“成本、保险费加运费 (……指定目的港)”, 指当货物在装运港越过船舷时 (实际为装运船舱内), 卖方即完成交货。货物自装运港到目的港的运费、保险费等由卖方支付, 但货物装船后发生的损坏及灭失的风险由买方承担。

国际贸易术语解释通则中的分类及内容具体如下表:

名 称	解 释
F 组贸易术语	
FOB 船上交货 (……指定装运港)	“船上交货(……指定装运港)”是当货物在指定的装运港越过船舷,卖方即完成交货。这意味着买方必须从该点起承担货物灭失或损坏的一切风险。 FOB 术语要求卖方办理货物出口清关手续。
FAS 船边交货 (……指定装运港)	“船边交货(……指定装运港)”是指卖方在指定的装运港将货物交到船边,即完成交货。买方必须承担自那时起货物灭失或损坏的一切风险。
FCA 货交承运人 (……指定地点)	“货交承运人(……指定地点)”是指卖方只要将货物在指定的地点交给买方指定的承运人,并办理了出口清关手续,即完成交货。需要说明的是,交货地点的选择对于在该地点装货和卸货的义务会产生影响。若卖方在其所在地交货,则卖方应负责装货;若卖方在任何其他地点交货,卖方不负责卸货。
C 组贸易术语	
CIP 运费和保险费付至 (……指定目的地)	“运费和保险费付至(……指定目的地)”是指卖方向其指定的承运人交货,但卖方还必须支付将货物运至目的地的运费,亦即买方承担卖方交货之后的一切风险和额外费用。但是,按照 CIP 术语,卖方还必须办理买方货物在运输途中灭失或损坏风险的保险。
CPT 运费付至 (……指定目的地)	“运费付至(……指定目的地)”是指卖方向其指定的承运人交货,但卖方还必须支付将货物运至目的地的运费。亦即买方承担交货之后的一切风险和其他费用。
CIF 成本、保险费加运费 (……指定目的港)	“成本、保险费加运费(……指定目的港)”是指在装运港当货物越过船舷时卖方即完成交货。
CFR 成本加运费 (……指定目的港)	“成本加运费(……指定目的港)”是指在装运港货物越过船舷时,卖方即完成交货,卖方必须支付将货物运至指定的目的港所需的运费和费用。但交货后货物灭失或损坏的风险,以及由于各种事件造成的任何额外费用,即由卖方转移到买方。
E 组贸易术语	
EXW 工厂交货 (……指定地点)	“工厂交货(……指定地点)”是指当卖方在其所在地或其他指定的地点(如工场、工厂或仓库)将货物交给买方处置时,即完成交货,卖方不办理出口清关手续或将货物装上任何运输工具。
D 组贸易术语	
DEQ 目的港码头交货 (……指定目的港)	“目的港码头交货(……指定目的港)”是指卖方在指定的目的港码头将货物交给买方处置,不办理进口清关手续,即完成交货。卖方应承担将货物运至指定的目的港并卸至码头的一切风险和费用。
DES 目的港船上交货 (……指定目的港)	“目的港船上交货(……指定目的港)”是指在指定的目的港,货物在船上交给买方处置,但不办理货物进口清关手续,卖方即完成交货。卖方必须承担货物运至指定的目的港卸货前的一切风险和费用。如果当事各方希望卖方负担卸货的风险和费用,则应使用 DEQ 术语。