



Chapter 21

Export Procedure



Objectives

Objectives

- A.** *To understand the some important procedures related to export;*
- B.** *To grasp the main idea and the structure of the text;*
- C.** *To master the usage of key special terms, words and phrases in this chapter;*
- D.** *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*



Introduction

Introduction

When you are planning on exporting your products or services, you may consider what export procedure you have to go through. This chapter will point out some key problems you should pay attention to in course of exporting.



参考译文

与内贸不同，外贸出口有一套严格而相对固定的出口程序。当你计划着要出口你的产品和服务时，你也许会考虑你必须经过那些出口程序。本章将指出一些你在出口过程中应重视的问题。





Main points of the text

Main points of the text

1. Exporting is difficult.
2. Making a right offer/quoting a right price.
3. Selecting the right mode of transport and choosing the terms of delivery.

Main points of the text

4. Forming a contract, including the terms of delivery.
5. Packing and marking of goods and buying insurance.
6. Choosing the right terms of payment
7. Export financing



Background & terminology

Background and terminology

home market : 国内市场

Inquiry: 询盘

mode of transport : 运输方式

terms of delivery : 交货条款

terms of payment : 支付条款

make an offer : 报盘



Background and terminology

currency



money in any form when in actual use as a medium of exchange, especially circulating paper money

货币，流通

Background and terminology

quote



to state (a price) for securities, goods, or services

报价, 报出有价证券、商品或服务项目 (价格)

Background and terminology

profit



**an advantageous gain or return;
benefit**

得益，得利，回报

Background and terminology

defaulter



a person who fails to perform a task or fulfill an obligation, especially failing to meet a financial obligation

不履行者

Background and terminology

finance



to provide or raise the funds or capital for

提供资金给.....，为.....筹措或提供资金或资本

Background and terminology

Letter of Credit



“A letter of credit” means a document issued by a bank authorizing the bearer to receive money from one of its foreign branches or from another bank abroad. The order is nonnegotiable, and it specifies a maximum sum of money not to be exceeded.

Language points

Widely used by importers and exporters, the letter of credit is also made available to tourists by their home banks so that they may draw foreign currency while traveling abroad.

Language points

参考译文

信用证是由银行颁发的证明，它准许证明持有者从其国外分行或国外另一银行得到资金。这份凭证是不可流通的，它表明了不能超过最大金额。在被进出口商广泛运用的同时，信用证被国内银行用于旅行者，他们在国外旅行期间，可以从国外提取外汇。



Language points

Language points

The foreign market may be thousands of miles away, the customer may speak a different language, he will almost definitely deal in a different currency, and he will have his own customs and ways of conducting business.



国外市场远在数千英里之外，客户会说不同的语言，他几乎肯定会使用不同的货币，他也会有自己从事贸易的习俗和方式。

Language points

本句属于并列句，由四个并列分句组成，最后两个用“and”连接。其结构为：“S1+V1, S2+V2, S3+V3, ...and Sn+Vn”。例如：

Mary is a nurse, her brother is a doctor and her parents are both famous writers. 玛丽是护士，她哥哥是医生，她父母是著名的作家。

Deal: 交易，做生意

Deal in 经营，交易：

He deals in tea. 他经营茶叶。

Deal with 处理，对付：

He is easy to deal with. 他很容易打交道。

Language points

As soon as an exporter receives an inquiry about his product, he quotes the customer a certain price.



出口商一旦收到产品询价，他就会以某种价格向客户报价。
inquiry: 询价; 询盘
(product name, specifications, products available or not, price, commissions...)

Language points

quote vt.

① to state (a price) for securities, goods, or services; make an offer 报价, 报出 有价证券、商品或服务项目 (价格)

quote sb. a price 向某人报价

This is the best price I can quote you.

这是我能向你提出的最好价格。

② 引用

He quotes the Bible. 他引用《圣经》的话。

Language points

He knows what sort of price he should be charging to be competitive with similar products.



他知道，为了与同类产品竞争，他应该出怎样的价格。

在“what”引导的宾语从句中的不定式短语“to be competitive with similar products”用作目的状语。

Language points

“to charge (vt.)” means “to set or ask (a given amount) as a price” 索价，要价，
例如：The barber charges ten dollars for a haircut. 理发师理一次发要价十美元。

Language points

Selecting the right mode of transport is vital for an exporter.



选择适当的运输方式对出口商来说是非常重要的。

Mode of transport: 运输方式
by road, rail, air and water
Factors considered: cost, safety,
speed and convenience

Language points

Ocean freight: low cost, large capacity, easy passage (large amount, bulky, long distance)

Disadvantage: slow

Air transport: high speed, safety, lighter packing, lower insurance premium

Disadvantage: costly, limited capacity (small amount of valuable goods, goods liable to deterioration, in emergent use)

Language points

Whichever mode of transport an exporter chooses, he will need to consider the terms of delivery of the particular contract.



无论出口商选择什么运输模式，他需要考虑特定合同规定的交货条款。

“whichever” 引导让步状语从句，用法上相当于 “no matter which”。

Language points

例如:

However (=No matter how) abundant certain natural resources may be, they cannot reproduce themselves and are bound to be used up ultimately.

不管某些自然资源多么丰富,它们不会再生,终究要被使用完的。

Whatever (=No matter what) happens, the first important thing is to keep cool.

不管发生什么事,头等重要的是保持冷静。

Language points

FOB=free on board 船上交货价；离岸价

CFR=Cost and Freight 成本加运费价

CIF=Cost, Insurance and Freight 成本，保险费加运费价



Language points

They also make it clear who has responsibility for the goods if anything happens to them.



他们明确了在有不测时谁对货物负责。

句中“clear”是形容词，用作宾语补足语，“it”是形式宾语，“who”引导的宾语从句为真正的宾语。

Language points

Goods should be well-packed and clearly marked so that they are not easily crushed or lost in transit.



货物必须妥善包装，还要标识清楚，以便在运输过程中不易损坏或丢失。

crush v. to break, pound, or grind (stone or ore, for example) into small fragments or powder 压碎

Language points

In transit: 搬运中

Packing: inner packing (for sales) 内包装
outer packing (for transportation) 外包装

Marking: destination, consignor, consignee, number, size, weight, origin 目的地名称、收货人或发货人代号、件号、体积、重量及原产国

Language points

But even when these simple precautions are taken, accidents can happen. Apart from the risk of fire or leakage there is always the threat of pilferage.



但是，即使在谨慎小心的情况下也会发生事故。除了有大火或渗漏的风险之外，还总是存在被偷窃的危险。

Language points

apart from: with the exception of;
besides 除...外

Apart from being too large, the trousers don't suit me.

这条裤子不但太大,而且我穿着也不合适。

Apart from a few words, I do not know any French at all.

除了很少的几句外,我对法语一无所知。

Language points

leakage : n. something that escapes
by leaking 泄漏

pilferage: n. stealing (of a small
amount or item) 扒窃

Language points

The vessel carrying the goods may sink or be badly damaged so that some goods have to be thrown overboard.



装货的船只可能会沉没或被严重损坏，以至于有些货物必须从船上丢掉。

现在分词短语“**carrying the goods**”用作定语，修饰“**the vessel**”，相当于“**The vessel that carries the goods ...**”；“**overboard**”是副词，用作状语，“**to be thrown overboard**”意为“丢出船外”。

Language points

It is vital that an exporter understands and uses insurance so that these risks are minimized and he can recoup at least some of his losses.



所以出口商了解并使用保险是很重要的，这样可以使风险最小化，至少可以弥补一些损失。

Language points

Insurance coverage: 險別

All risks 一切險; 綜合險

FPA=Free from Particular Average (against accidents) 平安險 (意外事故)

WPA/WA=With Particular Average (against natural disasters) 水漬險 (自然災害)

General Additional Risks (against pilferage, leakage, crush) 一般附加險

War Risk 戰爭險

Special Additional Risks 特殊附加險 (tariff, refusal to pick up the goods)

Language points

recoup vt. to make up for; receive an equivalent for 弥补, 补偿;重获

recoup sb. (for) his loss (=recoup sb.'s loss)
赔偿某人损失

The insurance company will **recoup** you for any **loss** you have.

你所有的损失保险公司将如数偿还。

I shall **recoup** my **losses**.

我将补偿我的损失。

Language points

Many a businessman has found out too late that he has made a loss on a price that he thought would give him a fair profit, and his mistake was simply in quoting the wrong terms of payment.



许多商人太晚才发现，原以为可以简单地赚上一大笔的价格，结果却带来损失。他的过失就在于制定了错误的付款条件。

Language points

注意全句的结构，整句是一个并列复合句。一个并列分句：“**Many a businessman has (=Many businessmen have) found out**”是整句的主语和谓语；“**too late**”是状语；第一个“**that**”引出“**find out**”的宾语从句；第二个“**that**”引导的定语从句修饰“**a price**”，在定语从句中，“**he thought**”可视为插入语。“**and**”连接第二个并列分句

Language points

Terms of Payments: 付款条件

L/C=Letter of Credit 信用证

Irrevocable L/C不可撤销信用证

Confirmed L/C保兑信用证

sight L/C即期信用证


D/A=Documents against Acceptance承兑交单

D/P=Documents against Payment付款交单



Language points

An exporter must make it as certain as possible that he will get his money and that payment is not delayed beyond the terms which have been agreed on.



出口商必须尽可能确保他能得到钱，付款期限也不会超出双方约定的条款。本句是一个复合句。“it”是形式宾语，“as certain as possible(尽可能确定的)”；接着有两个由“that”引导的宾语从句。

Language points

agreed on. 对...取得一致意见

1. The two leaders **agree on** the investment plan.

两位领导对投资计划达成了一致意见。

2. We finally **agreed on** a price for the house.

我们最后商定了房子的价格。

Language points

For a start he can make sure that his customer is credit-worthy.



首先，要确保他的客户具有良好的信誉。

for a start: (=to start with) 首先，开始

For a start, they were not used to the living conditions there.

一开始，他们对那里的生活环境不适应。

Language points

Next he can ask his customer to make out a letter of credit.



其次，他可要求客户开出信用证。

Make out: 书写, 填写

He immediately sat down and **made out** a check.

他立刻坐下来开了一张支票。

Language points

“A letter of credit” means a document issued by a bank authorizing the bearer to receive money from one of its foreign branches or from another bank abroad. The order is nonnegotiable, and it specifies a maximum sum of money not to be exceeded.

Language points

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Language points

It's no good an exporter obtaining a large order if he can't fulfill it.



如果出口商不能履约完成订单规定的条款，那么弄到一个大订单也无济于事。注意本句的结构，“It”是形式主语，真正的主语是“an exporter obtaining a large order”，这是动名词的复合结构，“an exporter”是动名词短语“obtaining a large order”的逻辑主语。“if”引导条件状语从句，修饰动名词短语。

Language points

He must check that he has the necessary cash to finance the contract——bearing in mind that he may not receive payment for the goods until some time in the future.



他必须弄清他是否有必要的现金支付合同所需的资金——记住，将来不到一定的时候他是不可能收到货款的。

Language points

Export Financing 出口融资: loans
+(securities)+ the company's own cash
flow

Bear in mind 记住

You should **bear in mind** those important
rules in the international trade.

你在做国际贸易时，你应该记住这些重要的规则。

Language points

He may be able to ask for cash in advance of the order or he will probably have to produce the goods and deliver them to the market before being paid.



他也可以在履行订单之前就要求付现金，或者，他更可能不得不在付款之前生产货物并运送到市场。

Language points

in advance of 在...前面, 超过

[Biz]: The exporter asked his customer for cash **in advance of** the order.

出口商要求其顾客在订单之前付现金。

Language points

Conduce (to)



to contribute or lead to a specific result 有助于，促成或引出某一特定结果。

Language points

1. Heart to heart chats conduce to the establishment of harmonious atmosphere among fellow workers.

谈心活动有助于造成员工间和谐的氛围。

2. Wealth does not always conduce to happiness.

财富不一定总会给人带来快乐。

3. Physical training conduces to good health.

体育训练有助于身心健康。





Summary

Summary

As soon as an exporter receives an inquiry about his product, he quotes the customer a certain price. Selecting the right mode of transport is vital for an exporter. He will need to consider the terms of delivery of the particular contract. Goods should be well-packed and clearly marked so that they are not easily crushed or lost in transit. It is vital that an exporter understands and uses insurance so that these risks are minimized and he can recoup at least some of his losses.

Summary

It is important to agree on the terms of payment. He must check that he has the necessary cash to finance the contract—— bearing in mind that he may not receive payment for the goods until some time in the future. The exporter must be able to time his cash inflows so that he remains solvent while fulfilling the contract.





Comprehension questions

Comprehension questions

1. What difficulties can you imagine in doing exporting?
2. What does an exporter do when he receives an inquiry?
3. Why is it vital for an exporter to select the right mode of transport?
4. What should an exporter do when he quotes a price for a product?
5. In what condition can a contract be formed?
6. What does the contract include usually?



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