

ENGLISH DIALOGUES FOR FOREIGN ECONOMIC RELATIONS AND TRADE

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Lesson Two

Selecting the Market

A company president has an appointment in the office of an official of the United States Department of Commerce.

President: How do you do? I need your help in selecting a foreign market for my product.

Official: How do you do? Have a seat first. I have got your letter and note that, you'll want to gather information about selling methods and about channels of distribution.

President: That's right. My first question is, how can I find out what countries want my product?

Official: We have quite a lot of import/export information and can give you figures on population, production, consumption, and foreign exchange reserves. We can also provide data about the volume and value of specific products exported to and imported from any single country in the world.

President: That's excellent. I want to get an idea of the purchasing power in various countries.

Official: But you're also going to have to give some attention to trade restrictions.

President: You mean tariffs and quotas?

Official: Yes, but you may also have to note that some importing countries enforce import licence and exchange permit system.

President: I see. Another thing I'm wondering about is distribution patterns and retail outlets.

Official: You can get much of that information from the reports of trade

missions.

President: Could I test a market by mailing my catalogue and price list?

Official: Yes, you could.

President: And that way I could size up my competitors. I already have some directories and catalogues of products similar to mine.

Official: That's wise. Also, export magazines and trade publications will help you to compare specifications, functions, quality, packaging, and appearance.

President: I'll want to look at my competitor's promotional literature, too.

Official: Your local bank can help by getting that for you through its correspondent bank in the other country.

President: Oh, I wouldn't have thought of that. Well, I can see that I'm going to have trouble arriving at a proper export price.

Official: Yes, you will. I think it's wise to quote a free on board (FOB) price plus estimated delivery costs to the principal port of entry.

President: What do you include in delivery costs?

Official: These include transportation costs, packing and insurance, tariffs, taxes, and warehousing.

President: Can I add these to the cost of the product?

Official: That will depend on the terms of sale.

(to be continued)

(上接第72页)

《国际经济合作》

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该书阐述了当代国际经济合作发生、发展的历史背景以及我国开展对外经济合作情况,介绍了当前世界上不同社会经济制度国家和经济发展不同阶段国家与地区的开展经济合作的现状;着重探讨了当今世界通行的国际经济合作的几种主要方式。

全书共分三篇十五章。第一篇:(1)当代世界经济与国际经济合作的特征;(2)国际经济合作的理论与实践;(3)我国的对外经济合作;第二篇:(4)发达国家间的经济合作;(5)发达国家与发展中国家间的经济合作;(6)发展中国家间的经济合作;(7)东西方经济合作;第三篇:(8)合资经营企业;(9)国际合作经营;(10)补偿贸易;(11)对外加工装配贸易;(12)技术贸易;(13)租赁;(14)国际劳务合作;(15)咨询。

佳声

外经贸英语对话(英汉对照)

唐德荣 陈忠培 范松鹤

第二课 选择外销市场

一位公司总裁在美国商务部官员办公室的一次会晤。

总裁：你好。请你为我的产品选择国外市场给予协助。

官员：你好。请坐。我已收到了你的来信，知道你想收集有关销售方法以及关于销售渠道方面的资料。

总裁：正是这样。我的第一个问题是：怎样才能知道有哪些国家想要购买我的产品？

官员：我们有大量关于进出口的资料并能向你提供关于人口、生产、消费和外汇储备方面的数字。我们也能提供任何国家有关某些具体产品的进出口数量和金额方面的数据。

总裁：那太好了。我想了解一下各个国家的购买力情况。

官员：但是，你还得适当注意对贸易限制的问题。

总裁：你是指关税和配额吗？

官员：是的，而且你还得注意有些进口国是实施进口许可证和外汇许可制度的。

总裁：我明白了。我感到疑惑的另一件事是销售模式和零售渠道。

官员：你能从贸易代表团的报告中得到许多有关这方面的信息。

总裁：我能否邮寄商品目录和价格单来试探一下市场的情况？

官员：可以。

总裁：这样，我就能估量一下竞争者的情况。我已搞到一些厂商行名录和商品目录，他们的产品与我的产品很相似。

官员：那是明智的。而且，出口商品杂志和贸易刊物也将会有助于你在产品的规格、性能、质量、装潢和外观等方面进行比较。

总裁：我也想看看竞争者在促销方面的宣传资料。

官员：你们当地的银行可以通过它在其他国家的代理行帮助你收集那些资料。

总裁：喔！这一点我没有想到。不过，我知道要订出一个恰当的出口价格是会遇到困难的。

官员：是的，你会遇到困难的。我认为报离岸价（FOB）再加上抵达主要输入港的估计运输费倒是明智的做法。

总裁：你说的运输费包括哪些费用呢？

官员：包括运输费、包装和保险费、关税、各种税款以及仓储费。

总裁：我能否将这些费用加到产品成本中去呢？

官员：那要看销售条件而定了。

(待续)