

ENGLISH DIALOGUES FOR FOREIGN ECONOMIC RELATIONS AND TRADE

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Lesson Five

(A) Decision to Import

President: I'm here to find out about importing materials for making my product.

Official: All right. You can do that through an import merchant, an import commission house, a resident agent, an import broker, or an importing wholesaler.

President: I think I'd rather purchase directly from the foreign manufacturer. I'm bringing in assembly parts which I'll then put into my product here.

Official: Well, you'll need a fair amount of operating capital, if you buy on your own account.

President: I'll establish a letter of credit. But I don't understand what the quotation includes.

Official: It includes methods of transportation, the delivery point, and whether the shipment will be free on board (FOB), free alongside ship (FAS), cost and freight (C&F), or cost, insurance and freight (CIF).

President: The duty or tariff will add to the cost, won't it?

Official: Yes.

President: As the consignee, must I indicate port of entry?

Official: Yes. The consignor will follow your instructions.

President: Also, I'll be exporting the finished product, so I'll want to find out what drawbacks are allowed.

Official: I can give you that information. You'll need a special customs invoice.

President: In some instances I'll want to store the goods in a bonded warehouse. Will that affect the duty?

Official: If your goods remain within a foreign trade zone, they do not pass through customs, so you don't pay duty on them. They may even undergo some manufacturing within the foreign trade zone. In many instances, no duty is paid as long as the goods stay in a bonded warehouse. The tax is imposed when the goods finally leave the bonded warehouse.

(B) Decision to License

President: I'd like to strengthen my group of foreign sales outlets to build up my

exports.

Consultant, In that case, I'd suggest licensing your techniques abroad. Direct investment in a subsidiary, which is owned or controlled from abroad, would require much more money.

resident, How does licensing work? Would I license only my trademark and patent? Or can I include such things as marketing, research, advertising assistance, and training programs?

Consultant, I think the best plan would be to license the exclusive use of your trademark and require a royalty on profits.

President, How can I control the quality of the product?

Consultant, That's included in your licensing contract.

President, That way there'd be less risk of expropriation or government intervention, wouldn't there?

Consultant, Yes. Licensing protects you in joint ventures, where you have a minority share.

President, I can see that.

Consultant, Also, the licensee rather than the licensor would be responsible for training administrative and technical personnel.

President, And the licensee would be responsible for knowing the antitrust laws of the country and how to avoid cartel arrangements.

Consultant, Yes. And, of course, later you can consider direct investment.

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总裁: 这样做、风险少, 或者说、政府干涉少、是不是?

顾问: 是的。在你占少数股份的合资企业中, 许可贸易能保护你的利益。

总裁: 我明白这一点。

顾问: 被许可人, 而不是许可人, 也会负责行政管理和技术人员的培训工作。

总裁: 而且被许可人会负责了解该国的反托辣斯法和如何回避卡特尔规定。

顾问: 对。当然, 以后你可再考虑直接投资。

外经贸英语对话

唐德荣 范松鹤 陈忠培

第五课

(甲) 进口的决策

总裁：我想了解一下关于用进口原料来制造我的产品的问题。

官员：行。你可以通过进口商、进口佣金商行、外国常驻本地的代理人、进口经纪人或进口批发商来办理进口事务。

总裁：我想我宁愿从外国制造商直接购买。我进口配件，然后在这儿装配成产品。

官员：可是，如果你自己负责购买，你就需要一笔相当数目的流动资金。

总裁：我愿开列信用证支付货款，但我不知道这报价包括些什么内容。

官员：包括运输方式、交货地点，并说明是船上交货价、船边交货价、成本加运费价，还是成本加保险加运费价。

总裁：关税将增加到成本上去，是吗？

官员：是的。

总裁：作为收货人，我是否必须指明进口港？

官员：是的。发货人将按你的要求装运。

总裁：我是要把制成品出口的，所以我想打听一下退税是怎样计算的。

官员：我可以告诉你这个情况。你需要提供特别的海关发票。

总裁：在某些情况下，我要把进口货存放在海关货栈内，那样做会影响关税吗？

官员：要是你的进口货留在外贸区内，就不必办理报关手续，因此你不必付关税。在外贸区内甚至可将进口货进行一些加工。在许多情况下，只要进口货存放在海关货栈内，就不必付税。在进口货最终运离海关货栈时才需缴纳税金。

(乙) 许可贸易的决策

总裁：我想加强对外销售途径的小组，以逐步扩大我的出口。

顾问：既然是这样，我建议以许可贸易的办法，在国外转让你的技术。向由外国人拥有或控制的子公司直接投资，需要更多的钱。

总裁：如何进行许可贸易呢？我只是允许别人使用我的商标和专利进行生产，或者我可否包括诸如营销、市场调研、协助做广告和培养技术人员的项目？

顾问：我认为最好是以独家使用你商标的办法进行许可生产，你从利润中提取使用费。

总裁：我怎能控制产品质量呢？

顾问：这一点是包括在你的许可贸易合约中的。

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