



THAMMASAT UNIVERSITY PRESS

# English for Import-Export Business

Sucharat Rimkeeratikul

Second Edition



# **ENGLISH FOR IMPORT-EXPORT BUSINESS**

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Photocopying instead of using books  
is destroying intellectual creativity.

# **ENGLISH FOR IMPORT-EXPORT BUSINESS**

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Second Edition

**Sucharat Rimkeeratikul**  
Language Institute  
Thammasat University

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## หนังสือที่ได้รับทุนสนับสนุนการเขียนตำราจากมหาวิทยาลัยธรรมศาสตร์

Sucharat Rimkeeratikul

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# PREFACE

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*English for Import-Export Business* is aimed at both developing English proficiency and providing an introduction to the concepts of the import-export business, which requires rather specific language and some background knowledge. The book is divided into six units. Each unit is designed in a topic-based style. The topics were chosen according to their importance and their influence on the import-export business. Each unit is composed of nine parts. Each part is expanded from the reading passage representing the topic of that unit. The purpose for each part is given as follows.

## **Part 1: Warm-up**

This is intended to stimulate involvement and prepare the learners for what follows. It also includes a high frequency word list to pave the way for those who do not have a background in import-export business. In addition, it will help learners get ready for the concepts of import-export that are relevant to the topic of each unit.

## **Part 2: Vocabulary**

In this part, there are exercises involving vocabulary relevant to the reading passage of each unit.

## **Part 3 and Part 4: Reading Comprehension**

As the import-export business is very dynamic, keeping up with the current situation is essential. Effective reading is a necessary tool for staying current with the changes. Therefore, reading techniques and reading exercises are provided. They were designed with the purpose of helping to improve the ability to read publications about import-export with greater understanding.

### **Part 5: Expansion**

After gaining some background and familiarity with each topic through reading the passage, learners are now ready to expand their insights by searching independently for more information from other sources such as the Internet, the library, group discussions, or pair work. The questions are intended as guidelines for those who are ready for more challenges.

Coming at the end of the Expansion section is *Reading Plus*. This is an extra part designed especially for this second edition that seeks to bring learners up to date with the current situation relevant to the topic of each unit. This part was included based on the results of a research study conducted by the author with students and instructors of the course of English for Import-Export Business at Thammasat University. The research results revealed that the instructors and students would like to see the new edition of this textbook contain updated reading passages for each unit with everything else maintained.

### **Part 6: Language Focus**

This part involves a grammatical lesson based on a crucial sentence structure selected from the reading passage of each unit. Then, exercises are given as reinforcement and an understanding checker.

### **Part 7: Paragraph Writing**

This part consists of the explanation and an example of how to write a certain type of paragraph such as a paragraph of description, a paragraph of opinion, and a paragraph of contrast. At the end of this part is a set of exercises for writing paragraphs relevant to the import-export topic of each unit.

### **Part 8: Listening-Speaking**

This part consists of a model dialogue in a situation relevant to the import-export business, e.g., a dialogue explaining how to get information from an ocean liner's timetable, a dialogue asking for a larger discount, and a dialogue at a trade exhibition. The end of this part includes a listening exercise and a situation for a role play.

### **Part 9: Documents Used in Import-Export**

A lot of documents are used in import-export, so this part is designed to familiarize learners with the forms, documents, and trade terminology used in import-export operations. In this part, concepts are provided, followed by examples of the documents mentioned, along with exercises.

A glossary is provided as the last part of the book. The words and definitions in the glossary were chosen and grouped according to the content in each unit.

All in all, it is hoped that this book will be able to fill in the knowledge gap of English language learners by providing them with the necessary background information regarding import-export operations, including explanations and exercises related to the aspects of English skills, i.e., reading, writing, grammar, listening, and speaking. The expectation is that this book will prepare students to confront the changes and challenges of the import-export business with full confidence.

**Sucharat (Rojjanaprapayont) Rimkeeratikul**

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# ACKNOWLEDGEMENTS

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This textbook entitled *English for Import-Export Business* has been designed and developed as a core textbook and workbook for the course “English for Import-Export Business”, which is an elective English course for undergraduate students at Thammasat University.

On the occasion of the publishing of the second edition, I would like to express my sincere appreciation to many people for the help and support provided to me relevant to producing this textbook. First of all, I would like to thank Dr. Chavalit Rojjanaprapayont for sharing his experiences and insights regarding the import-export business from his time serving in many parts of the world as the director of the Thai Trade Center for the Department of International Trade Promotion (DITP) under the Ministry of Commerce of the Royal Thai Government. Also, thanks go to my international colleagues, i.e., Mr. Billy Carlton and Mr. Mark Zentz, for helping me read the manuscript and providing valuable feedback.

It must also be mentioned that this book could not have come into existence without the involvement of the following institutes. First of all, I am indebted to the Language Institute, Thammasat University, for the opportunity to produce teaching materials to help our students improve their English language abilities. Secondly, I will never forget that the grant for writing this book came from the Committee on Promotion of Textbook Writing, Teaching-Learning Development Section of Academic Affairs, Thammasat University. Last, but not least, I would like to express my gratitude for the support provided by the Thammasat University Press, which was instrumental in bringing this textbook into practical use.

**Sucharat (Rojjanaprapayont) Rimkeeratikul**

*Language Institute  
Thammasat University*

# INTRODUCTION

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## Import-Export Procedures

Import-Export is a form of international trade and business. Actually, import as well as export is important to every nation's economy. Import enables us to obtain commodities or resources that are rare in our country, and export is obviously beneficial to our country's economy in that it allows us to earn money from outside.

We may already know that import means buying goods or services from another country, and export refers to one country selling goods or services to another country. However, in import and export there are many steps involved, which makes it more complicated than selling and buying within one country. Import-export is similar to a coin with two sides. If we understand export, it should enable us to understand import. We will start by looking at the export procedure.

First of all, the exporter must introduce his product to potential importers. Most of the time the importer learns about the exporter's product from advertisements in publications printed by organizations concerned with international trade, or from seeing the product at a trade exhibition either in the exporter's or the importer's country.

After learning that there is an interesting product available, the importer may contact the exporter and ask for a sample. Together with the sample, the importer will request that the exporter send a quotation and a price list.

If the importer is pleased with the product sample and the price quoted, he/she will send a purchase order (P.O.) for that product to the exporter. Then, the exporter sends a proforma invoice to the importer after the exporter is certain about the exporter's financial status.

The next step in the export process is that the importer brings the proforma invoice to a bank in his/her country and applies for a letter of credit or L/C (in the case that the payment method agreed upon is a letter of credit). The bank that issues a letter of credit for the importer as requested is known as the 'issuing bank'. The issuing bank then sends the L/C to the bank as specified in the exporter's country.

This bank is known as the 'advising bank'. It must be a bank that has contact with the issuing bank, or in other words, it is a 'corresponding bank' of the issuing bank. Then, the advising bank will inform the exporter of the L/C.

Finally, the exporter collects all the documents required as specified in the L/C and brings them to the advising bank for getting paid. Usually, the required documents are as follows.

1. Bill of Lading (if the goods are sent by sea)  
Or  
Airway Bill (if the goods are sent by air)
2. Bill of Exchange (Draft)
3. Commercial Invoice
4. Packing List
5. L/C

Sometimes other documents are also required. They are as follows:

1. Certificate of Origin
2. Export License
3. Consular Invoice
4. Analysis and Health Certificate
5. Sanitary Certificate

When the exporter gets an L/C, he/she will get the payment for the goods ordered by the importer. As a result, he/she produces or acquires the goods that are needed and gets them through export customs. After that, the goods are on the way to the importer.

There are many topics that are involved with import and export business. These include currency exchange, international organizations, border trade, copyright and intellectual property, containerized vessels, and electronic commerce. Actually, there are a lot more topics or issues involved with import-export activities. However, the abovementioned were the themes chosen as the base for developing this textbook, along with some important documents selected for inclusion in each unit.



# CURRENCY EXCHANGE

## Part 1 : Warm-Up

### Task 1.1

**Directions:** Match the currency in the left hand column with the country in the right hand column.

Currency	Country
<u>  C  </u> 1. baht	A. European Union
<u>      </u> 2. euro	B. Indonesia
<u>      </u> 3. pound	C. Thailand
<u>      </u> 4. rupee	D. Myanmar
<u>      </u> 5. ringit	E. Japan
<u>      </u> 6. peso	F. Malaysia
<u>      </u> 7. rupiah	G. England
<u>      </u> 8. yen	H. India
<u>      </u> 9. yuan	I. Philippines
<u>      </u> 10. kyat	J. China

## Task 1.2

**Directions:** Answer the following questions using your own ideas.

1. What would happen if there were only one currency used in all countries in the world?

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2. Since most European countries have integrated and formed the European Union, they are using a common currency. Do you think it is good for them? Why? or Why not?

---

---

## Task 1.3

**Directions:** The following is a list of words/phrases frequently used under the topic of Currency Exchange. Match each word/phrase with its proper meaning.

- |                                    |  |
|------------------------------------|--|
| _____ 1. currency                  | A. the difference between the amount of money  |
| _____ 2. euro                      | coming into a country from the goods and services  |
| _____ 3. trade surplus             | it exports, and the amount of money going out  |
| _____ 4. appreciation              | for the goods and services it imports  |
| _____ 5. exchange loss             | B. the difference in value between the visible exports   |
| _____ 6. floating exchange rate    | and visible imports  |
| _____ 7. balance of payments (BOP) | C. a situation where a country exports more goods than it imports                                |
| _____ 8. depreciation              | D. the amount by which the value of a country's imports is greater than the value of its exports |
| _____ 9. exchange gain             | E. the coins and banknotes that belong to a particular country                                   |
| _____ 10. trade deficit            | F. an increase in the value of a country's currency  |
| _____ 11. spot exchange rate       | G. a fall in the value of a country's currency   |
| _____ 12. balance of trade (BOT)   | H. (from 1999) the currency of the European Economic and Monetary Union                          |

- |       |                              |   |
|-------|------------------------------|---|
| _____ | 13. exchange rate            | I. a system operating in the European Union to stabilize exchange rates between EU member states  |
| _____ | 14. European Monetary System | J. price at which one currency may be exchanged for another   |
| _____ | 15. fixed exchange rate      | K. profit made if there is a favourable change in the exchange rate   |
|       |                              | L. loss made if there is an unfavourable change in the exchange rate  |
|       |                              | M. exchange rate that a government attempts to control and fix in the short term by instructing the central bank to buy or sell foreign exchange reserves |
|       |                              | N. an exchange rate that is not manipulated by the government or the central bank, but moves according to supply and demand                               |
|       |                              | O. exchange rate quoted for immediate delivery (within two business days)   |

## Part 2 : Vocabulary from the Passage

### China unlikely to devalue its yuan

*Has other means of staying competitive*

*William Kazer*

*Shanghai, Reuters*

China will not devalue its currency to spur exports or attract foreign investment despite devaluations by several Southeast Asian countries, Beijing's top economic strategist was quoted yesterday as saying.

5 Vice Premier Zhu Rongji said China had no reason to adjust the value of the yuan as it had other means of staying competitive, the official *People's Daily* reported.

“In the face of the devaluation of currencies in Southeast Asian countries, China will take measures to increase the competitiveness of its exports and its absorption of overseas funds,” Zhu said.

10 “It has no need of and will not resort to methods that would mean a devaluation of the yuan.” he said.

Zhu, who is widely expected to take up the post of premier when incumbent Li Peng ends his term early next year, made the remarks in a meeting with visiting New Zealand Prime Minister Jim Bolger.

15 China has maintained strong export growth and has seen steady inflows of foreign investment capital this year but the financial turmoil that has swept across Southeast Asia has raised alarm bells inside the country and abroad.

Economists have said Beijing would face pressure for a weaker  
20 yuan because of increased export competition from Thailand, Indonesia, Malaysia and the Philippines, which have all seen effective devaluations of their currencies.

Taiwan and South Korea have also watched their currencies slide though they are producers of higher value goods which are less of a direct  
25 threat to China’s exports.

As other currencies around Asia lose ground, China’s yuan has strengthened, reaching a 30-month high of 8.2798 to one US dollar on Thursday.

But analysts said Beijing would be reluctant to allow the yuan to  
30 fall back too far as that would put new pressure on Hong Kong’s currency, which has already come under speculative attack.

The former British colony returned to Chinese rule on July 1 and a devaluation of the territory’s currency so soon after the transfer of power would be a stunning blow to China’s prestige, the analysts said.

35 A reduction in the value of the yuan would also aggravate trade friction with the United States.

China’s trade surplus with the United States is expected to reach \$50 billion this year and Beijing officials have said they were concerned over the imbalance.

**Task 2.1**

**Directions:** By using context clues from the passage, give the meaning of each word or phrase in Thai. Item number 12 is done as an example.

		Part of Speech	Meaning
1. devalue	(para. 1, line 1)	_____	_____
2. attract	(para. 1, line 1)	_____	_____
3. strategist	(para. 1, line 3)	_____	_____
4. competitive	(para. 2, line 5)	_____	_____
5. absorption	(para. 3, line 9)	_____	_____
6. resort	(para. 4, line 10)	_____	_____
7. inflow(s)	(para. 6, line 16)	_____	_____
8. capital	(para. 6, line 16)	_____	_____
9. turmoil	(para. 6, line 16)	_____	_____
10. slide	(para. 8, line 23)	_____	_____
11. fall back	(para. 10, line 30)	_____	_____
12. speculative attack	(para. 10, line 31)	noun modified by adjective	การโจมตีอันเนื่องมาจาก การแก่งกำไ
13. aggravate	(para. 12, line 35)	_____	_____
14. surplus	(para. 13, line 37)	_____	_____
15. imbalance	(para. 13, line 39)	_____	_____

**Task 2.2**

**Directions:** Fill in the blank with the correct form of each word. You can use a dictionary.

Verb	Noun	Adjective	Adverb
1. devalue	_____	_____	_____
2. attract	_____	_____	_____
3. _____	strategist	_____	_____
4. _____	_____	competitive	_____
5. resort	_____	_____	_____
6. _____	turmoil	_____	_____
7. _____	_____	speculative	_____
8. aggravate	_____	_____	_____
9. _____	surplus	_____	_____
10. _____	imbalance	_____	_____

\*Note: Some of these blanks have no answer.