

国际 商贸英语

主编 / 冯抒琴 郑艳阳

International Business English

商务谈判 运输 保险 支付
外贸单证 信用证 合同与订单 外贸展会
国际招投标 跨文化商务交际

国际贸易目标情境 国际贸易实务流程
精练的专门知识 实用的语言技能
“互联网+”时代听说读写一体化学习模式

外教纯正录音MP3
PPT课件
习题（答案）



西南交通大学出版社

国际 商贸英语

主 编 / 冯抒琴 郑艳阳

副主编 / 文 净 王 茜 张林霏

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前言

随着中国经济全球化进程的加快,国家“一带一路”新方案的出台,国际商贸英语在这场国际经济实力大比拼中的重要性越来越突出。社会急需熟悉国际商贸流程和规则以及沟通技能的商务英语人才。

国际商贸英语从本质上来说属于 ESP(专门用途英语),其核心理念是培养学习者在目标情境下完成目标任务的能力,比如审核信用证、草拟合同等。这种情境任务的完成必须以一定的专门知识为依托,以语言为媒介,以交流技能为桥梁来实现。因此,ESP 教材必须按照专门知识的逻辑体系进行编排,同时提炼出目标语境下的高频任务,分析其中涉及的听说读写语言技能,进行有针对性的训练,才能让学习者掌握完成目标任务的能力。遗憾的是,市面上几乎没有按照这样的体例编写的国际商贸英语书,或引自国外的国际贸易实务专业图书。市面上的现有图书或是重在专门知识的传授却忽视了语言技能的培养,或是以外贸函电为主,极少涉及专门知识的讲解,使得语言的使用成了无本之木。还有的国际商贸英语教材语料极为陈腐,对于目前国际商贸一线急需的国际物资采购与招投标、国际商贸跨文化交流等语言技能完全没有涉及,使得教材的实用性和适用性大打折扣。

笔者曾经师从英国 ESP 教材编写的领军人物 Richard West,回国后又长期担任国际商贸英语的教学工作,深感很有必要运用 ESP 的系统理论编写一本体现 ESP 核心理念,具有很强实用性的国际商贸英语教材。因此,2013 年笔者在重庆商会的协助下,针对重庆 10 余家大中型出口企业进行了国际商贸英语高频任务的调查,并根据研究结果编写了这本国际商贸英语教材。

本教材分为 10 个单元,涉及国际贸易实务中的核心环节:商务谈判、运输、保险、支付、外贸单证、信用证、合同和订单,外贸展会、国际招投标及跨文化商务交际。每个单元的编写思路是:① 专门知识,涵盖目标任务需要的基本专门知识,不求艰深广博,力求简单明了、清楚精炼;② 语言技能,从目标任务中提取语言任务,并将其分解成听说读写次语言技能;③ 语言资源,提供完成目标语言任务常用的句型;④ 扩展阅读,拓宽学习者对该章节专门知识的理解和认识;⑤ 作业,检验学习者目标任务的掌握情况。

本教材除了第五单元外贸单证之外,每个单元均配有 MP3 听力材料,这在同类型教材中

非常少见，可以说是学习者提高国际商贸英语听力理解能力的福音。同时每个单元的作业均附有参考答案，有利于学习者查漏补缺。此外，本教材还配有 PPT 课件，为教师教学提供了很大的便利。PPT 课件可以从网址 <http://url.xnjd.cn/56434185/1.zip> 下载，MP3 听力材料可以从网址 <http://url.xnjd.cn/56434185/2.zip> 下载。这两样资料还可以通过扫描二维码下载：



本教材的语料几乎全部来自于国内大型出口型企业提供的目标语境下的真实素材以及国内外最新的线上模拟真实材料，最大限度地保证了语言素材和语言任务的真实性，大大提高了本教材的实用性和时效性，适应了新时期国际商贸领域的新发展。需要提醒的是，语料中涉及的公司名称、人名、电话号码、电子邮箱等信息，请勿对号入座。

本教材由西南交通大学冯抒琴拟定大纲并负责全书的总撰。西南交通大学文净、王茜共同负责第 1 单元、第 2 单元、第 4 单元、第 5 单元和第 6 单元，南阳理工学院张林霏负责第 3 单元以及听力材料和参考答案，南阳理工学院郑艳阳负责第 7 单元至第 10 单元，西南交通大学康庆玲负责全书 PPT 的制作和部分翻译工作。美的集团驻迪拜办事处的陈伟先生担任全书的商务顾问，负责部分语料的提供和专门知识的审核工作。

我们真诚地希望学习者在学习完本书后能够具备从事国际商贸活动的基本素质，也希望各位专家、学者与同行不吝赐教，为本教材的完善提出宝贵的意见和建议。

冯抒琴

2015 年 5 月 10 日

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Unit 1

Business Negotiation in International Trade

Business negotiation is the process by which the seller and the buyer fix the terms and conditions of a business deal with the intention of reaching an agreement. The contents of a business negotiation mainly include: name of commodity, quality, quantity, packing, price, shipment, insurance and terms of payment.

Business negotiation can be carried out either by writing or verbally. In most cases, four stages are involved in this process: inquiry, offer, counter-offer and acceptance.

1.1 Professional Knowledge

1.1.1 Inquiry

1.1.1.1 Definition of inquiry

By making an inquiry, the buyer reveals his interest in a particular product of the seller and is keen to know the key information about it to conclude a deal, for instance, the price, shipment, terms of payment, etc.

1.1.1.2 Key elements in inquiry

◆ International pricing

The unit price of a certain commodity in international trade is composed of: ① currency; ② price; ③ unit of measurement; ④ trade terms.

Example: Price of steel tube

\$600.00 per ton FOB Shanghai

Trade terms

Trade terms are key elements of unit price of a certain commodity in international trade. They explain the division of costs between the seller and buyer such as freight, insurance premium and so on.

The main trade terms often used in international trade are:

1) FOB+port of shipment

The buyer contracts shipment and insurance.

Example: FOB Shanghai

2) CFR+port of destination

Different from FOB, it is the seller who effects shipment on CFR basis. Still the buyer contracts insurance.

Example: CFR Shanghai

3) CIF+port of destination

The seller has to effect shipment and insurance both on CIF basis.

Example: CIF Shanghai

If a commodity is priced at \$600.00 per ton FOB Shanghai, the price will go up if it is priced on CFR basis because the freight is included which increases the seller's cost. Likewise, the price will be on the rise when it is priced on CIF basis because the seller has to pay freight and insurance premium both.

◆ Shipment

The exact time or period of time for delivery is key information to a buyer when making an inquiry about shipment. Another is that whether partial shipments and transshipment are allowed.

Sample shipment clause in a sales contract:

The shipment of 900 kilos of Yantai Grade A Apple to be effected in 3 equal monthly installments beginning from March 2006 with partial shipments allowed but transshipment prohibited.

◆ Terms of payment

Terms of payment are the way in which the buyer pays the seller for the goods. In international trade, irrevocable sight L/C is the most commonly used payment method. It is a written promise of a bank, on behalf of the buyer, to pay the seller the value of the goods on the condition that the seller presents the documents in compliance with what the credit demands. Then the bank transfers the documents to the buyer against his payment. With these documents, the buyer can go to the port to take delivery.

Sample payment clause in sales contract:

Payment is by irrevocable sight L/C in the seller's favor within one month after the signing of the contract for 100% of the invoice value.

【 Sample inquiry 】

I came to know from some trusted sources of your high quality SMG smart phone and would very much like to learn more about it. I would like to have an idea about the different models, features, and options. Also please tell me about the available colors, prices, bulk order discounts, warranty, delivery, and terms of payment.

1.1.2 Offer

An offer is often made by the seller to express his willingness to contract on certain terms. An offer which is intended to be clear, complete and final should contain the following aspects: ① quantity; ② commodity; ③ unit price; ④ shipment; ⑤ terms of payment; ⑥ validity of an offer.

【 Sample offer 】

We offer you 800 tons of Steel Tubes at \$600.00 per ton FOB Shanghai with shipment effected between October and November and payment is by sight letter of credit. This offer is subject to your reply reaching here by August 10.

1.1.3 Counter-offer

Counter-offer is the reply of the buyer to the seller with the suggestions of some changes to the offer, for instance, demanding the reduction of the offered price. In business negotiation, it is not unusual that many rounds of offer and counter-offer are involved to reach a deal.

【 Sample counter-offer 】

In reply, we feel regrettable to inform you that we find your price too high. To develop our trade, we take counter-offer as follows: 600 tons of Steel Tubes at \$540.00 per ton. In addition, in order to catch the season, we ask you to bring forward the shipment to September 20.

1.1.4 Acceptance

Either the buyer or the seller agrees on the terms offered by the other party after rounds of counter-offers and therefore a deal is concluded.

【 Sample acceptance 】

We are appreciative of your letter of May 20 which requested a 5% discount. It is our company's policy not to discount on order of this size. However, we are glad to make an exception in this case as an introduction of our "Yanwu" DVDs to the US market. Thus, we accept your counter-offer for a 5% discount based on a purchase of 1,500 sets by July 15 as follows: "Yanwu" DVDs at USD80.50 per set CIF London for shipment effected within 28 days after receipt of your sight L/C.



Notes

1. terms of payment 支付方式
2. inquiry 询盘 offer 报盘 counter-offer 还盘

3. trade terms 贸易术语
4. freight 运费
5. insurance premium 保费
6. partial shipments 分批装运 transshipment 转船
7. irrevocable sight L/C 不可撤销即期信用证
8. the documents 货物单证
9. against 凭…… against payment 凭付款
10. in favor of 以……为受益人
11. bulk order 大订单
12. warranty 保修期
13. validity 有效期

1.2 Language Skills

Emails Writing

- Inquiry
- Offer
- Counter-offer
- Acceptance

1.2.1 Emails of inquiry

1.2.1.1 Writing instructions

When writing an email of inquiry, the buyer first tells the seller from which information source he gets to know about the seller and the products. Then he makes a brief self-introduction. He reveals his interest in the seller's products and the key information he wants to know, including price, discount, shipment, packing, terms of payment and other information which is helpful to make a purchasing decision. He may tempt the seller to quote the lowest price by indicating that he can establish long-term relation with the seller or he will place a large and repeatable order if the terms are favorable. He concludes his email by asking the seller to make a prompt reply to his inquiry.

1.2.1.2 Samples

【 Sample 1 】

Dear Sirs,

We are informed by various sources that your company is especially experienced in the business line of supplying construction equipments. We, China Great Wall Engineering Company, are an

international contractor and have just been awarded a contract in Tanzania. For the purpose of smooth execution of the project, we plan to buy some brand-new excavators and loaders.

You are therefore kindly requested to send me the unit prices, quantity discount, the earliest date of shipment, terms of payment and warranty as soon as possible so that we can make a comparison with offers we have got from elsewhere.

As we are in urgent demand of such equipments, if the price is competitive and the terms of the deal are favorable, we will place an order right away.

Your early quotation will be appreciated.

Yours faithfully,

Craig David

Purchasing Manager



Notes

excavators and loaders 挖掘机和装载机

【 Sample 2 】

Dear Sirs,

I came to know from some trusted sources of your high quality DVDs and would very much like to learn more about them. I would appreciate if you can send any information that could help me in my selection process. Please elaborate on the various options along with the different prices, discounts, availability and terms of payment. I also need to know if you offer extended warranty.

As we are the largest retailer of electrical appliances in Russia, we have cooperation with some Chinese producers of electrical appliances, such as Haier, Changhong and Media. If your products are good and terms are favorable, we can envisage a long term relations with you in the future.

Please call me if you have any questions or need to know more about our requirements. I'm looking forward to hearing from you.

Yours faithfully,



Notes

The main purpose of this part is to familiarize the readers with the structure of a certain kind of foreign trade emails, therefore the author focuses only on the main body of each kind of emails, not the format of business emails, for instance, the job title and name as in Sample 1 do not appear here in Sample 2 and later samples.

1.2.2 Emails of offer

1.2.2.1 Writing instructions

When making an offer, the seller states clearly the price, delivery, terms of payment and other

information which the prospective buyer is keen to know about. As an offer is valid within a certain period of time, so it is important to state clearly the life of an offer, for example, “the offer is open for a week only” or “the offer is valid by the August 1, 2015”. In some cases, the seller may indicate his goods are in great demand or the stock is running low so he won't consider any idea of price cut.

1.2.2.2 Samples

【 Sample 1 】

Dear Sirs,

We thank you for your email dated September 1 inquiring about our pumps. As requested, we take pleasure in offering you as follows:

Commodity: “Superb” Automobile Tires

Price: USD20.6 per piece CIF Liverpool

USD17.5 per piece FOB Tianjin

Quantity: As required

Packing: Two pieces to a wooden case weighing about 22 kgs, and measuring 22 cft

Shipment: One week after receipt of your L/C

Payment: L/C at sight established in our favor

Validity of offer: From September 1 to September 20.

Our products are selling well in Europe and America and the orders are pouring in all year round. We are soon to raise the price because the price of the raw material is keeping rising and we don't have much margin left at this price. If you find our terms acceptable, please place an order right away.

We are looking forward to hearing from you soon.

Yours faithfully,

Jing Chen

Sales Manager

【 Sample 2 】

Dear Sirs,

In reply to your email of 21st November, we have pleasure in making a detailed quotation for bathroom showers.

Besides those advertised in the Builders' Journal, our catalogue attached to this email also shows various types of bathroom fittings and the sizes available. Most types can be supplied from stock. 45 to 60 days should be allowed for delivery.

Building contractors in Hong Kong and Taiwan have found our equipment easy to install and attractive in appearance. Naturally all parts are replaceable, and our quotation includes prices of spare parts. We can allow a 2% discount on all orders of USD6,000 in value and over, and a 3% on

orders exceeding USD20,000. We accept sight L/C only. The offer is valid for only one week, so please seize your chance.

Any order you place with us will be processed promptly. We are looking forward to receiving your prompt reply.

Yours sincerely,

Francesco Marani

Sales Manager

(Adapted from: http://wenku.baidu.com/link?url=0fEpZsA42F51pgNefTh7A11zv0V9Gbtot559JB9In_UbBhh6aCa6-kpn4QNYTdWN1wFAIT5-mZWbmmip7suqDXaO0CL4DIceBNqfpcMWXC)

1.2.3 Emails of counter-offer

1.2.3.1 Writing instructions

It is the buyer who first counter offers, making a change to the original terms offered by the seller. The buyer may ask for a price cut, a new delivery date or different terms of payment rather than the one suggested by the seller. The seller receives the counter-offer, he may counter offer the modified terms suggested by the buyer. It takes many rounds of counter-offers between the seller and the buyer until they reach an agreement. In emails of the counter-offer, the party who counter offers explains the reason why a change is demanded and how the change should be.

1.2.3.2 Samples

【 Sample 1: Email of counter-offer made by the buyer 】

Dear Sirs,

We have received your offer dated January 23, 2015. However, after studying it carefully, we find the price level is too high for this market. If you are prepared to grant us a discount of 10% for a quantity of 2000 sets of your Changhong 3D color TVs, we would agree to your offer. You should note that some price cut will justify itself by an increase in business.

We hope to hear from you soon.

Yours sincerely,

【 Sample 2: Email of counter-offer made by the seller 】

Dear Sir/Madame,

Thank you for your prompt reply to our offer dated January 23, 2015 concerning our Changhong 3D color TVs.

Much to regret, we find it impossible to comply with your request. Your offer is too low and cannot serve as a basis for further negotiation.

The prices we quoted are most favorable if you take the quality into consideration. The wages and

raw materials have risen considerably. We can hardly make any price reduction.

However, in order to develop our market in your area, we have decided to give you an exceptional offer by a discount of 5% for a minimum order of 2,200 sets.

Other conditions remain unchanged.

Yours sincerely,

1.2.4 Emails of acceptance

1.2.4.1 Writing instructions

In emails of acceptance, either the seller or the buyer accepts the other's terms, then the deal is done. The party which accepts should confirm the conditions of the deal without ambiguity.

1.2.4.2 Samples

【 Sample 1 】

Dear Sirs,

We are appreciative of your email of May 20 which requested a 5% discount.

It is our company's policy not to discount. However, we are glad to make an exception in this case as an introduction to our "Yanwu" Brand DVDs. Thus, we accept your counter-offer for a 5% discount based on a purchase of 1,500 sets by July 15 as follows: "Yanwu" Brand DVDs at USD80.50 per set CIF London for shipment effected within 28 days after receipt of L/C.

We look forward to receiving your order, and to developing our continuing and profitable relationship.

Yours faithfully,

【 Sample 2 】

Dear Sirs,

Thanks for your consideration for our counter-offer and your prompt reply.

I am pleased to tell you that in view of the great demand for the goods, although the prices are still quite high, we would like to place an order for 2500 sets of "Haier" Brand Color TV Sets PT302, at \$445 per set CIF Sydney.

Please send us your Sales Confirmation for our counter-signature. If everything is in order, we will open the covering L/C on time.

I'm looking forward to your prompt attention to this order.

Yours faithfully,



Notes

1. Sales Confirmation 销售确认书

2. counter-signature 会签 (指买卖双方在合同上签字, 合同生效)