(英文版)

# 当代商务英语实务

ontemporary Business English Practices

主 编 杜昌国 副主编 冯 玮 黄 敏



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## 序言

近年来,尽管每年我国的对外贸易额时有起伏,但总体而言,我国对外贸易的规模在日益扩大,对外贸易的质量在逐年提高。随着国家"一带一路"战略的不断深入,在可预见的将来,我国的对外商务交流与对外贸易无疑将会再上一个新台阶。

当今社会受时代的影响,越来越多的人士开始涉足国际贸易领域,在很大程度上,国际贸易已不再是传统意义上的企业行为,而是深入大众生活的一种现象,如出境购、网购、代购等,无不涉及国际贸易之内容。

本书系编者在长期从事"商务英语"课程教学和国际贸易实践中所获得的切身体会与实践经验的总结,旨在为有意涉猎国际商务,尤其是国际贸易的人士提供感性的经验借鉴。因此,在本书的编写过程中,编者充分考虑以下原则:

- 1. 语言通俗: 基于实用性的考虑,本书语言通俗易懂,风格近似于日常口头式的经验交流,便于初涉商务英语的读者理解与接受。
- 2. 知识前沿:本书力争涵盖当今国际贸易中最新的知识与行业惯例,以便读者 学以致用,避免书本知识与实践活动脱节。
- 3. 引例真实:本书所选用的范例绝大多数系编者在长期国际贸易实践中亲身经历或经办的实例,以期增加读者对当代国际贸易实务的感性认识。正因如此,书中部分范例的图文略欠清晰,同时,基于保护相关企业的商业隐私,部分实例的选择日期较久远,但不影响读者对相应知识的了解,还望广大读者谅解。
- 4. 内容充实:本书按照国际贸易的一般流程将全书分为五个部分,涵盖了各个环节的知识:

第一部分为国际商务的一般常识,内容涉及商务英语、国际贸易及电子商务的 基本知识;

第二部分为如何建立商务关系,包括如何撰写商务邮件与如何建立国际商务关系:

第三部分为国际贸易的一般流程,包括询价、报价、还价、订单、合同、付款、商检、运输、保险及索赔等内容;

第四部分为常见商务应用文写作,限于篇幅,本书只涉及备忘录、通知和报告 三个较为常见或常用的专题;

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第五部分为附录,包括常用英汉、汉英职位表达,常见英汉包装用语,国际跟单信用证统一惯例及商务英语缩略语四个实用性较强的内容。

- 5. 注释翔实: 遵循"既是教材,也是工具书"的思路,除了对一般语言点的注解外,本书各章节的"注释与提示"部分详细介绍了当代国际贸易实务中的许多知识点,便于读者在阅读本书时,无须另行查询相关资料,即可获得关于当代国际贸易实务的全面知识。
  - 6. 不附练习: 鉴于本书特点及学生反馈, 本书暂不附课后练习。

本书在编写过程中得到了几家国内外外贸公司的大力支持,他们欣然同意将部分涉及公司业务的资料用作书中的实例,以便读者获得更为直观的知识;此外,四川大学出版社的张晶女士、余芳女士及其他工作人员,不畏酷暑,仔细审阅,精心设计,以保证本书按时付梓,在此一并表示衷心感谢。最后,由于时间和水平有限,书中难免存在诸多不足与不当之处,在此,编者诚望广大读者、同行及专家学者不吝赐教,使之日臻完善。

杜昌国 2015年5月30日干成都



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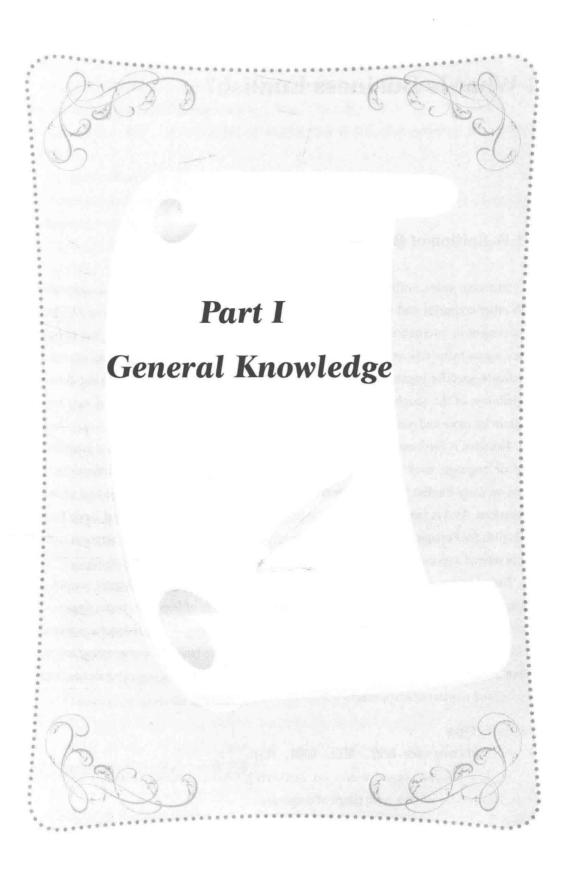
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## 1 What Is Business English?

### 1.1 Definition of Business English

In recent years, with the furthering of China's economic exchanges and cooperations with other countries and areas, particularly with the unprecedented increasing of China's involvement in international commerce, Business English learning in China has remained appealing to those who enjoy sharp business minds. A great variety of training centers and certificate-specific organizations have sprung up all over the country, making Business English one of the sought-after subjects in China today, and it is also offered as a regular program by more and more universities and colleges.

But what is Business English? Business English is, by nature, a variant of the international English language, used in the commercial field to facilitate business communications. It is based on daily English with the adoption of a large number of business terms and idiomatic expressions. As it is mostly used in foreign trade, Business English is also called Trade English or English for Foreign Trade. It is a part of the English language for specific purposes and can be considered a specialism within the English language learning and teaching.

Roughly speaking, Business English means different things to different people. For some, it focuses on vocabulary and topics used in the worlds of business, trade, finance, and international relations. For others it refers to the communication skills used in the workplace, focusing on the language skills which are needed for typical business communications, such as presentations, negotiations, meetings, small talks, socializing, correspondence, report writing, and a systematic approach.

#### **Notes & Tips**

1. furthering v-ing 促进,增进,加强,深化

Both sides exchanged views on furthering China-Ukraine relations and trade cooperation and reached a wide range of consensus.

双方就进一步发展中乌关系和加强经贸合作,深入交换了意见,并达成了广泛

共识。

Yang said that furthering friendly cooperative relations with African countries is a longterm and steadfast strategic choice made by China.

杨(洁篪)表示,进一步发展同非洲国家的友好合作关系是中国长期、坚定的战略选择。

#### 2. involvement n. 参与, 介入

Some people think that it is a form of economic management with greater government involvement which is on the rise across the world.

有些人认为这是一种有政府广泛参与其中的经济管理方式,并且这种方式开始 在全世界流行。

#### 3. appealing adj. 吸引人的,引起兴趣的

This dress remains much appealing to European customers.

这款服装一直深受欧洲客户的青睐。

# correspondence n. 通信, 函电 business correspondence 商务函电 English for business correspondence 商务函电英语

#### 5. negotiation 谈判

negotiator 谈判员,谈判专家 business negotiation 商业谈判 negotiation skills 谈判技巧 negotiation tendering 议标,谈判招标(negotiated bidding) negotiating bank 议付银行 negotiated price 协商价格,议价 negotiated contract 议付合同,议价发包 negotiable 可协商的,可以通过谈判解决的 negotiable bill 流通支票,可转让汇票 negotiable securities 有价证券,可流通证券 price (is) negotiable 价格面议 salary (is) negotiable 薪酬面议

### 1.2 Business English and BEC

Cambridge English, also known as Business English Certificate or BEC, is a suite of

three-level English language qualifications for international business. It has been widely recognized by European or even global educational institutions and enterprises. In 1993, BEC was first introduced into China by the Test Centre of MOE (Ministry of Education) and has evolved into one of the most authoritative and normative tests in China over the past decades. Today more than 60 famous universities in China have been authorized as BEC testing centres.

The BEC examinations are a series of proficiency tests designed to meet the international business needs of learners of English as a foreign language. Recognition of BEC is increasing rapidly as a growing number of companies are using the examinations as a norm for their in-company training courses. In general, BEC examinations assess the candidates' reading, writing, listening and speaking skills in work-related situations. The "business" aspect of these examinations affects the vocabulary, the types of texts selected and the situations presented in the tasks. BEC is composed of three levels: Preliminary (low level), Vantage (mid-level) and Higher (high-level).

Cambridge Business English Preliminary, also known as Business English Certificate (BEC) Preliminary (P), is the first of the three certificates. It is an intermediate level exam aimed at elementary and lower-intermediate levels of competence for the 17+ age group. It is designed for candidates working in business or preparing to work in a range of business fields. It is also designed to encourage development towards BEC Vantage.

Cambridge Business English Vantage, also known as Business English Certificate (BEC) Vantage (V), is the second of the three certificates. It is an upper-intermediate level exam aimed at intermediate candidates working or preparing to work in a range of business fields, from general office work to production and financial services.

Cambridge Business English Higher, also known as Business English Certificate (BEC) Higher (H), is the third of the three certificates. It is a high level exam targeted at candidates with an advanced level of English. Learners at this level will be expected to engage in extended conversations, contribute effectively to meetings and seminars, write reports, understand most correspondence, articles and reports, use the telephone for a range of purposes and negotiate successfully in a variety of situations.

Consequently, Business English does not equal to BEC as it literally implies. It means far more than the three-level exams. In fact, even if one achieves very good marks at BEC exams, it does not necessarily connote that he or she is equally good at Business English, as the latter requires more practical knowledge or business expertise. On the contrary, if one is good at Business English, chances are that he or she can achieve better scores at BEC exams.

Today, BEC examinations offer paper-and-pencil tests and computerized or computer-based tests for candidates' option. BEC paper-and-pencil tests are offered twice a year, falling respectively in the first half and the second half of the year (see Table 1-1 for the schedule of paper-and-pencil tests in 2015).

Table 1-1

	First Half	Second Half	
BEC P	May 16	Nov. 21	
DECV	Mar. 28 (Additional)	Nov. 28	
BEC V	May 30		
BEC H	May 23	Nov. 14	

BEC computerized or computer-based tests are offered four times a year or in each quarter of the year (see Table 1-2 for the schedule of computerized tests in 2015).

Table 1-2

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
BEC P	Jan. 24	Apr. 11	Jun. 4	Oct. 10
BEC V	Jan. 24	Apr. 11	Jun. 4	Oct. 10
BEC H	Jan. 24	Apr. 11	Jun. 4	Oct. 10

Like TOEFL, GRE, etc., BEC is also a paid service and the test fees vary each year. Besides, the fees for the 3 levels are also different (see Table 1-3 for the fees of BEC exams in 2015).

Table 1-3

BEC Preliminary	About RMB 395.00
BEC Vantage BEC Higher	About RMB 500.00
	About RMB 630.00

#### Notes & Tips

Business English Certificate (BEC) 商务英语证书,商务英语考试,剑桥商务英语证书

BEC为"剑桥商务英语资格考试",是剑桥系列考试中专为学习者提供的国际商务英语资格证书考试,考查其真实工作环境中的英语交流能力。BEC成绩被欧洲

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乃至全球众多教育机构、企业认可,往往被视作入学考试或招聘录用的英语语言水平要求。BEC分三个等级或层次:BEC初级,即BEC Preliminary (P);BEC中级,即BEC Vantage (V);以及BEC高级,即BEC Higher (H)。BEC考试有纸笔考试和计算机化考试(BEC机考)供考生选择。其中,纸笔考试每年考两次(上半年和下半年各一次),BEC机考每年考四次。

2. a suite of 一系列, 一套

A suite of financial mechanisms with a focus on addressing an array of perceived risks is needed.

这就需要把重点放在解决一系列已知风险的一套金融机制之上。

3. authorize v. 授权, 批准 authorized distributor 授权经销商, 授权分销商, 授权代理商

Apple has authorized this company to sell its latest products in this area.

苹果(公司)已授权该公司在此区域销售其最新产品。

4. intermediate adj. 中间的,中级的 intermediate level 中级(等)水平 primary products 初级产品 intermediate products 中间产品 finished products 成品,制成品

#### 1.3 Importance of Business English

When it comes to the importance of Business English, some people often are apt to have prejudice, thinking that they will never get involved in international trade, and consequently, there is no need for them to learn it at all.

In fact, owing to the rapid development of international commerce, Business English is of growing importance in the modern society. As Business English involves aspects like technology imports, foreign trade, investment attraction, labor service export, international contracts, international finance, foreign-related insurance, international tourism, international transportation, so on and so forth, it is almost impossible for the English learners today to avoid business element in the course of their language acquisition and their follow-up careers. Even if they will not engage themselves in foreign trade-specific jobs, chances are that, from time to time at their work, they will come across many things which are actually included in Business English.

Together with China's more positive involvement or participation in international affairs, especially with the furthering of China's "One Belt One Road" policy, Business English will enjoy a still better future in China.

#### **Notes & Tips**

- 1. technology import 技术引进
- 2. investment attraction 招商引资
- 3. labor service export 劳务输出
- 4. international contract 涉外合同, 国际承包
- 5. foreign-related insurance 涉外保险
- 6. specific *adj*. 特定的,专门的,针对的 an import-specific company 一家专门从事进口的公司 client-specific design 针对(具体)客户的设计 cosmetics-specific packaging 化妆品专用包装
- 7. One Belt One Road 一带一路
- 一带一路 (One Belt and One Road, 简称 "OBAOR";或One Belt One Road, 简称 "OBOR";或Belt and Road,简称 "BAR"),是 "丝绸之路经济带"(Silk Road Economic Belt)和 "21世纪海上丝绸之路"(21st Century Maritime Silk Road)的简称。2013年9月和10月,我国国家主席习近平分别提出了建设"新丝绸之路经济带"和 "21世纪海上丝绸之路"的战略构想。

### 2 International Trade

#### 2.1 What Is International Trade?

#### 2.1.1 Definition

International trade or foreign trade is the exchange of capital, goods, and services across international borders or territories, or the exchange of goods and services produced in one country with those produced in another. It consists of import and export, and thus sometimes is also called import and export trade. In theory, international trade means the foreign trade of different countries on the global basis or foreign trade from the perspective of the whole world, and therefore it is also referred to as world trade. For a particular country, it is foreign trade, represented by import and export operations, whereas for the whole world, it is international trade or world trade, denoting the total imports and exports of all the countries and areas involved.

Statistically, international trade often refers to the exchange of goods entering into or leaving the geographical borders or customs areas of a country. For example, when the goods produced by an overseas enterprise set up in China are sold on China's market, this business activity is not international trade or foreign trade, but China's domestic trade. Consequently, when the chips produced by Intel Chengdu Production Base are sold on China's market, it is not international trade, but the domestic trade of China. When the goods produced by one of its affiliate companies or subsidiaries of a multinational enterprise located in a foreign country are transmitted to its parent company in its home country, although they are intraenterprise transactions, it is international trade, as the goods are shipped across the borders of different customs areas. Now, if the same Intel chips are delivered to its headquarters in the U.S., it is international trade, not the domestic trade of China any longer.

Sometimes, there are cases where businesses are actually conducted across the borders of different customs areas of the same country, but they still belong to international trade. A