

21世纪大学实用专业英语系列



# 外贸英语

## English for International Trade

杨文辉 主审 刘洪新 主编



Establishing Business Relations  
Business Negotiation  
Terms of Payment  
Quality, Quantity and Packing of Commodity  
Marine Cargo Insurance  
Shipment  
Claims and Arbitrations  
International Business Contract  
Customs Procedures  
Mode of International Trade



 復旦大學出版社

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# 前 言

随着改革开放的不断深入和中国进出口业务蓬勃发展,对外贸易交流日益增强,越来越多的人直接或间接地参与了对外经贸工作,许多高等职业院校开设了外贸英语课程。为提升人才培养质量,培养面向实践一线的高技能人才,我们根据外贸业务的发展现状,针对高等职业教育的特点,结合教学实践中积累的经验,编写了这本教材。

《外贸英语》是高职高专院校外贸、商务英语、国际贸易等相关外贸专业的主干课程,也是一门重要的业务技能课程。本书共分10个单元,每个单元又分为三个部分,内容涵盖了建立业务关系、价格磋商、付款方式、商品名称、质量、数量、包装、保险、装运、索赔与仲裁、外贸合同、报检、报关、贸易方式等。

本书在内容设计上,突出了高等职业教育特点,坚持以“实用为主,够用为度”的原则,注重培养学生的外贸业务英语应用能力,书中结合现代外贸业务最新发展的现状,利用大量的外贸业务实例,有效地将外贸业务理论与实践相结合,所用素材多来自近几年我院教师深入企业实践所积累的材料,具有很强的实践操作性,注重强化学生实际操作能力的培养,把理论知识纳入实践教学内容当中。

本书在体例设计上,每单元由核心业务简介、课文正文、补充阅读、常用句型和课后练习等部分组成。正文和补充阅读都附有详细的注释和译文。附录中还包括了常用外贸缩略语、常用外贸业务单证和外贸业务流程图。

本书内容全面,实践性强,既可作为高职高专外贸英语教材,也可作为外贸工作者和商务英语爱好者自学用书。本书建议教学时数为70学时,每单元7学时。

本书在编写过程中得到了青岛出入境检验检疫局、中通远洋物流集团、青岛银禧国际贸易公司、青岛顺驰国际物流公司等有关单位的鼎力支持,在此一

并表示感谢。

由于编写时间仓促,编者水平有限,书中难免出现一些错误或不当之处,敬请广大专家和读者批评指正。

编者

2008年2月

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## Establishing Business Relations

### Unit Objectives

- In this unit you should understand how to establish business relations with potential business partners;
- You should master the basic skills to communicate with your customer for the first time;
- You should know how to be a good receptionist in a company.

### *Introduction*

Establishing business relations with prospective dealers is one of the vitally important undertakings either for a newly established firm or an old one that wishes to enlarge its business scope and turnover. The development and expansion of a business depends on customers, who are invariably regarded at present as "God" or as "food, clothing and parents."<sup>1</sup> No transactions can be finalized until contracts have been made between two or more companies.

Writing letters to new firms or customers to open up a market to sell something or to buy something is a common practice in international business communications. Besides communication in writing, merchants in foreign countries may



also be approached through some other channels as stated below:

1. Attendance at the export commodities fairs;
2. Contact at exhibitions held at home or abroad;
3. Mutual visits by trade delegations and groups.

As the most constantly used channel in business activities, communication in writing can involve or secure all the necessary information about a new customer through the following means:

1. Banks;
2. Chambers of commerce at home and abroad;
3. Commercial counselor's office;
4. Advertisements in the media;
5. Trade directory;
6. Exhibitions and trade fairs;
7. Self-introduction or introduction from his business connections;
8. Market investigations;
9. Enquires received from foreign merchants;
10. Internet resources.

Having obtained the desired names and addresses of the firms from any of the above-mentioned sources, the person in charge may start sending letters or circulars to the parties concerned. This sort of letter is an outgoing letter and may be called a "First Enquiry", namely, an enquiry sent to a customer whom he has not previously dealt with. Generally speaking, the writer of this type of letter informs his addressee of the following: the source of his information; his intention or desire; the business scope of his firm and also its branches and liaison offices, if any; the reference as to his firm's financial position and integrity.

In writing such letters, the writer should state simply, clearly and concisely what he can sell or what he expects to buy.<sup>2</sup> The letter should be to the point and polite. The first impressions count heavily. Any letter of this nature received must be answered in full without the least delay and with courtesy so as to create good will and leave a good impression on the reader. This is one of the most important functions of commercial correspondence.

In order to establish business relationship with the partner, we should introduce ourselves to promote the business, we may make some brochures and

pamphlets to introduce the company, including the business history, business scope and so on; we may also introduce the products to the partners so that we may seek the cooperation with the partners.

In a company, the business reception is also of great importance for the development of its business. Introduction of the company may be made by the receptionist when receiving the customers to promote its image.

# Lesson 1

## Text

## Establishing Business Relations

Dear Sirs,

We have got your name and address from Trade Fairs in Hong Kong last month, which informed us that you are one of the leading importers of printers and enjoy a good reputation for more than 20 years in your market.

We are one of the largest printer manufacturers in our country and specialize in various kinds of products for more than 30 years. As you know, our products sell well all over the world and win warm praises from customers not only because they are superior in quality and durable in use but also because they can render dependable performance. Today we are writing to you in hope of establishing business relations with you on the basis of equality and mutual benefit and exchanging what one has for what one needs.<sup>3</sup>

To give you a general idea of our products, we are enclosing a copy of our illustrated catalogue for the main items available at present. If you are interested in any of the items, please do not hesitate to inform us.

We are looking forward to hearing from you soon.<sup>4</sup>

Yours faithfully



### New Words & Expressions

establish	v.	建立, 安置, 使定居, 使确定
prospective	a.	预期的
turnover	n.	营业额
delegation	n.	代表团
investigation	n.	调查
circular	n.	函件
brochure/ pamphlet	n.	小册子

receptionist	n.	招待员, 接待员
inform	v.	通知, 告知
leading	a.	领导的, 第一位的, 最主要的
reputation	n.	名誉, 名声, 声誉
manufacturer	n.	制造商, 厂商
specialize	v.	专攻, 专门研究, 从事
praise	n.	赞扬, 称赞
durable	a.	持久的, 耐用的
dependable	a.	可靠的
mutual	a.	相互的, 共有的
enclose	v.	装入, 放入
illustrated	a.	有插图的
catalogue	n.	目录
hesitate	v.	犹豫, 踌躇
establish business relations		建立业务关系
business scope		业务范围
open up a market		开发市场
trade directory		行业名录
business reception		商务接待
trade fairs		商品交易会
specialize in		专攻, 主营
in hope of		希望
on the basis of		在……的基础上
mutual benefit		互惠互利



Special Terms

chamber of commerce	商会
commercial counselor's office	商务参赞处
liaison office	联络处

1. The development and expansion of a business depends on customers, who are invariably regarded at present as “God” or as “food, clothing and parents.” 公司业务的发展和壮大离不开客户,我们总是把客户当作“上帝”或者是我们的“衣食父母”。
2. In writing such letters, the writer should state simply, clearly and concisely what he can sell or what he expects to buy. 在书写此类信件时,写信者应简明扼要、清晰明确地表达他想卖什么产品或希望买到什么产品。  
simply, clearly and concisely 简单、清楚、简洁。这也是我们在书写商业信函中需要注意的三大重要原则。
3. We are one of the largest printer manufacturers in our country and specialize in various kinds of products for more than 30 years. As you know, our products sell well all over the world and win warm praises from customers not only because they are superior in quality and durable in use but also because they can render dependable performance. Today we are writing to you in hope of establishing business relations with you on the basis of equality and mutual benefit and exchanging what one has for what one needs. 我国最大的打印机生产商之一,主要经营各类产品已经有三十多年了。众所周知,我们的产品畅销全球,深受欢迎,不仅因为产品质量上乘,经久耐用,而且产品的性能可靠。我方此次致函主要希望能与贵公司在平等互利,互通有无的基础上建立业务关系。

specialize in 主攻,主营

例: We specialize in the export of textiles and wish to enter into business relations with you. 我们主要经营纺织品出口业务,希望与贵公司建立业务关系。

sell well all over the world 畅销全球

win warm praises from customers 深受消费者欢迎

superior in quality 质量上乘

durable in use 经久耐用

dependable performance 性能可靠

equality and mutual benefit 平等互利

exchanging what one has for what one needs. 互通有无

4. We are looking forward to hearing from you soon. 盼早复。



### Supplementary Reading

附文本, 附听力

tional trade is becoming more and more important.



## New Words & Expressions

currency	<i>n.</i>	流通, 货币
domestic	<i>a.</i>	国内的, 本土的
peso	<i>n.</i>	比索(智利、古巴等国的货币名称)
shopkeeper	<i>n.</i>	店主
transaction	<i>n.</i>	交易, 处理
in terms of		按……汇率计算, 根据……汇率
change hands		转手, 易手



## Special Terms

exporting country	输出国
paying country	付款国
foreign exchange market	外汇市场
exchange rate	外汇率
business house	商行
wholesale house	批发商行
agent bank	代理银行
Ecuador	厄瓜多尔(南美洲国家)



## Notes

1. The exchange rate is the price of foreign currency in terms of domestic currency, and it varies from time to time. 外汇率是外汇对本国货币的比价, 其比价时时发生着变化。
2. charge its account for the necessary money 将必要的款项打入其账户



**1. Fill in a letter according to the following information in Chinese.**

\_\_\_\_\_ (敬启者),  
 \_\_\_\_\_ (通过中国银行,我们了解到贵公司) are supplying the best quality toys all over the world. \_\_\_\_\_, (公司是中国最大的玩具贸易公司) and have offices or representatives in all major cities and towns in China.  
 \_\_\_\_\_. (我们预料贵公司产品在我方市场有着广阔的前景) We shall be able to give you considerable orders, if the price is suitable.  
 \_\_\_\_\_. (承望贵公司得便时速寄样品并告知最惠条件)  
 \_\_\_\_\_ (谨上)

**2. Write a letter according to the following information in Chinese.**

- 1) 通过市场调研得知对方名称和地址,获悉对方是一家大型高质量布匹出口商。
- 2) 我方是高质量布匹进口商,我方市场前景好,有大量订单。
- 3) 希望能尽快收到对方的样品册及价格表。

**3. Translate the following sentences into Chinese.**

- 1) We wish to enter into business relations with your company on the basis of equality and mutual benefit and exchanging what one has for what one needs.
- 2) We have obtained your address from the Chamber of Commerce and now hope to establish business relations with you.
- 3) The Bank of China in your city has informed us that you are importer of textiles. We specialize in the export of textiles and are willing to enter into business relations with you.
- 4) Your firm has been recommended to us by your Embassy in China as a buyer of Chinese canned goods. We wish to inform you that we specialize in this line and hope to enter trade relations with you on the basis of equality and mutual



benefit.

- 5) We have learned from our trade delegation that you are one of the leading exporters of Chinese electrical products and enjoy a good reputation for more than 40 years in the world market.

**4. Translate the following sentences into English.**

- 1) 承蒙史密斯先生介绍得悉贵公司的行名和地址,我们愿意与贵公司在平等互利的基础上建立长期业务合作关系。
- 2) 我方愿意与贵公司建立业务关系,以便取得轻工产品的供货。
- 3) 我们是信誉良好的出口商,长期经营下列产品的出口业务。
- 4) 为了使你们对我们可供出口的各类纺织品有一个总的概念,随函寄上样本、清单各一份,供参考。

**5. Simulation exercise.**

Suppose you find a company from the internet for the first time, you want to establish business relations with that company, please write a business letter for establishing business relations.