

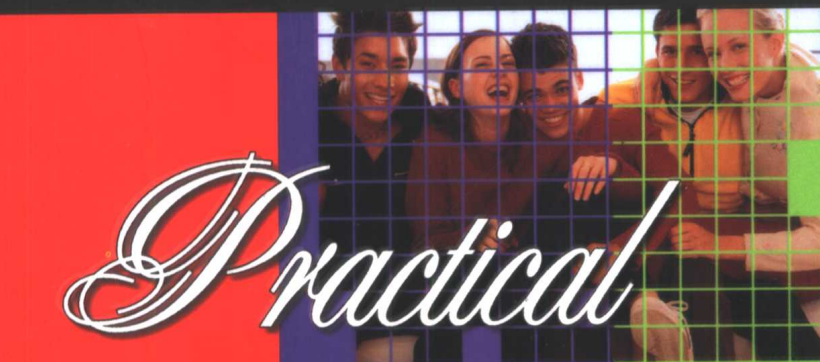
实用工商管理英语丛书

实用商贸英语

郭义伟 程 强 梁艳春 编著

Practical

Trade English



机械工业出版社
China Machine Press

实用工商管理英语丛书

实用商贸英语

郭义伟 程强 梁艳春 编著



机械工业出版社

本书侧重对外贸易业务中实际操作流程的英语学习,并辅以一定实用知识和专业词汇。在编写过程中结合对外贸易实务中的各个环节,采用了大量的专用词汇、短语和常用典型句,以及工作场景对话,以对学习者的指导和帮助。全书分4个部分:情景对话、经典必备句、常用词汇与短语、练习。

本书适合高等院校工商管理相关专业人员、相关行业的从业人员作为实用性英语教材使用,也适合商贸英语及相关专业人员作为英语自学材料。

图书在版编目(CIP)数据

实用商贸英语/郭义伟,程强,梁艳春编著.

—北京:机械工业出版社,2004.5

(实用工商管理英语丛书)

ISBN 7-111-14291-8

I. 实… II. ①郭…②程…③梁… III. 商务-英语 IV. H31

中国版本图书馆CIP数据核字(2004)第027439号

机械工业出版社(北京市百万庄大街22号 邮政编码100037)

责任编辑:陈宝英 版式设计:侯哲芬

北京蓝海印刷有限公司印刷·新华书店北京发行所发行

2004年5月第1版第1次印刷

1000mm×1400mm B5·6.5 印张·220千字

0001-5000册

定价:16.00元

凡购本图书,如有缺页、倒页、脱页,由本社发行部调换

本社购书热线电话:(010)68993821、88379646

封面无防伪标均为盗版

前 言

现代工商管理英语(Modern English for Business Administration)丛书共分五册:《实用企业管理英语》、《实用市场营销英语》、《实用金融英语》、《实用商贸英语》、《实用办公英语》。每册书的分类都是针对工商管理的专业设置和实战需要而编写,尽量结合实际业务工作中的实用内容,目的是让读者的口头和书面英语能力经过学习和使用得到迅速提高,并对业务工作起到较强的辅助作用。

《实用企业管理英语》的主要内容是组织结构、决策、人力资源管理、生产运营管理、领导能力、管理技巧、跨国企业的管理、授权和公司权力机构、管理哲学与工作计划。

《实用市场营销英语》的主要内容是陌生拜访、业务跟进、合同洽谈与签订、柜台销售服务、书面往来、售后服务。

《实用金融英语》的主要内容是银行英语、金融实务、财务管理。

《实用商贸英语》的主要内容是建立贸易关系、询盘、报盘与还盘、品质、数量、运输、包装、价格、装运、付款、保险、商品检验、合同、索赔、销售、代理、佣金、常规货物出口合同格式、外贸套语、外贸函电范例、跟单信用证常见条款及短语、WTO 热点词汇、基本商务短语。

《实用办公英语》的主要内容是办公室日常工作、接待、商务旅行、日常办公写作、求职。

我们衷心希望,读者在使用本丛书的过程中,结合工商管理各个专业的知识进行口头和书面英语的学习,从而真正实践工商管理(Business Administration)的精神:知行合一!

目 录

UNIT 1	Establishing Business Relations 建立贸易关系	1
UNIT 2	Sale 销售	12
UNIT 3	Inquiries 询盘	20
UNIT 4	Offer & Counter-Offer 报盘与还盘	26
UNIT 5	Price 价格	35
UNIT 6	Quality 品质	46
UNIT 7	Quantity 数量	55
UNIT 8	Transportation 运输	65
UNIT 9	Packing 包装	72
UNIT 10	Delivery and Shipment 装船	84
UNIT 11	Payment Terms 付款	93
UNIT 12	Insurance 保险	103
UNIT 13	Commodity Inspection 商品检验	112
UNIT 14	Contract 合同	117
UNIT 15	Claim 索赔	125
UNIT 16	Agency 代理	133
UNIT 17	Commission 佣金	140
UNIT 18	Arbitration 仲裁	146
UNIT 19	Compensation Trade 补偿贸易	152
UNIT 20	Tender 招投标	156



附录 1 Foreign Trade Wording 外贸书面用语汇总	159
附录 2 Export Contracts 出口合同格式样本	178
附录 3 WTO Vocabulary	183
附录 4 外贸常见英文缩略词	186
Answers to the Exercises in Each Unit 各单元练习答案	190

UNIT 1 Establishing Business Relations

建立贸易关系

I. Model Dialogues 经典场景对话

Dialogue 1: First Visit

*Mr. Hamilton is visiting a Chinese company to collect informations of its products.
Mr. Yang and Mr. Cheng meet him...*

Yang: Welcome to China, Mr. Hamilton. How is the trip?

Hamilton: Good. It's a great pleasure to see you again, Mr. Yang.

Yang: Me too. Mr. Hamilton, may I introduce Mr. Cheng, our sales manager responsible for international trade?

Hamilton: Nice to meet you, Mr. Cheng?

Cheng: Welcome to our company, Mr. Hamilton.

Yang: Sit down, please.

Hamilton: Thank you.

Yang: Our sales representative in London told us that you are interested in some of our products displayed at the International Exhibition there in September. Now, may we have a further discussion on your specific requirement?

Hamilton: Sure. Here's a list of your products we'd like to place an order and import for the coming year. You may see the quantity for each item.

Yang: Well, Mr. Hamilton, all of the items listed here are available. I'd better let Mr. Cheng to discuss with you in detail the sales terms and conditions. I hope we can come to an agreement and sign the contract very soon in order to enable a timely delivery.

Hamilton: I am glad to hear that. Now, Mr. Cheng, I'd like to have some of your sales literature and a price list for all of your export articles.

Cheng: No problem. Here are our catalogue and price list. The catalogue covers all



the commodities we export, and you may find indicative prices for all our export articles on the price list.

Hamilton: Thank you, Mr. Cheng. What are your normal export terms?

Cheng: Normally CFR. Or we can export on clients' requirement.

Hamilton: What commission do you usually pay for your exports? As you know, we import on commission basis.

Cheng: That can be discussed.

Hamilton: All right. Then can we go on a more specific discussion right now, Mr. Cheng?

Cheng: Great!

汉弥尔顿先生在拜访一家中国公司，收集其产品信息。杨先生和程先生接待了他……

杨：汉弥尔顿先生，欢迎您到中国来！旅途还好吗？

汉：很好。杨先生，能再次见到您真是十分高兴！

杨：我也是。汉弥尔顿先生，请允许我介绍一下程先生，我们的销售部经理，负责国际贸易。

汉：程先生，很高兴见到你。

程：汉弥尔顿先生，欢迎您来我们公司！

杨：请坐。

汉：谢谢！

杨：我公司在伦敦的销售代表告诉我们，您对我们9月份在当地国际展览会上展出的一些产品有兴趣。我们能否知道贵公司具体对哪些商品有需求？

汉：当然，这是一份我们下半年打算订货并进口的商品货单。您也可以在上面看到需求量。

杨：很好。汉弥尔顿先生，货单上全部产品今年我们都可以供应。我们的销售部经理程先生将同您具体商谈销售条件。我希望我们能够很快达成协议，签订具体合同，以保证及时交货。

汉：我们也很希望如此。程先生，您现在能否给我提供一些贵公司的销售资料以及价目表呢？

程：没有问题。这是我们的商品目录和价目表。商品目录包括了我們所有的出口商品，您也会在价目表上看到我们所有出口商品的指导价格。



汉：谢谢您，程先生，你们一般采用什么出口方式？

程：一般是成本加运费价格出口。或者我们可以按照客户的要求出口。

汉：你们通常付多少佣金？正如您所了解的，我们进口商品是要赚取佣金的。

程：这可以商量。

汉：那好，程先生，我们现在可以开始商谈具体事项吗？

程：太好了。

Dialogue 2: First Meeting

Jim is standing at one stall in an international fair. The stall displays pure wool carpets which interests Jim...

Salesman: What can I do for you, sir?

Jim: I notice that your design is very special.

Salesman: They are antique and elegant with some popular elements, right? That is the typical traditional Chinese pattern. Besides, when you feel them, you will find the material is soft and smooth. They have a ready market in America and Australia. Would you like to have a look at our product list?

Jim: Sure. So, you specialize in producing pure wool carpets.

Salesman: Yes. We enjoy a high reputation in this field. If you have made deals with our Chinese peers, you must know the brand of San Quan which is famous for the top quality.

Jim: Yes, I have heard about it. May I have your quotations?

Salesman: Here is it. You will see FOB prices here. But we also can offer CIF prices if you want. Those prices need our final confirmation.

Jim: And what are the terms of payment?

Saleman: In general practice, we prefer irrevocable letter of credit.

Jim: Thanks a lot. May we arrange a time for a further discussion?

Saleman: Certainly. Here is my name card.

吉姆站在国际博览会的一个摊位上。这个摊位展出的纯羊毛地毯吸引了吉姆。

销售员：我能为您做些什么，先生？

吉姆：我注意到你们的设计很特别。

销售员：它们古典、优雅且拥有一些流行因素，对吗？那是典型的中国传统图案。此外，当你触摸它们，你会发现材料柔软光滑。它们在美国和澳洲已经有很好的销路。你想看看我们的产品目录吗？

吉姆：当然。这么说，你们专业生产纯羊毛地毯吧？

销售员：是的。我们在这个领域享有很高的声誉。如果你和我们的中国同行做生意，你必须了解以高质量闻名的三泉品牌。

吉姆：对，我听说过它。我能看看您的报价吗？

销售员：在这儿。您会从这看到我们的离岸价格。如果您想要到岸价我们也可以提供。这些价格得经过我们的最终确认。

吉姆：付款方式是什么？

销售员：通常，我们选择不可撤消的信用证。

吉姆：多谢。我们能安排下一次进一步的讨论吗？

销售员：当然可以，这是我的名片。

II. Key Sentences 经典必备句

贸易环境：

- The depressed market leads to the stagnation of trade.
市场萧条导致贸易停滞。
- International trade in general is improving.
国际贸易情况正在好转。
- Trade in wool has gone up 5%.
羊毛贸易上升了百分之五。
- The abundant resources and stable policy promise foreigners the advantages they invest here.
丰富的资源和稳定的政策为外商投资提供了有利保证。

公司介绍：

- We are well-known in trade circles.
我们在贸易界很有名望。

- Our company mainly trades in arts and crafts.
我们公司主要经营手工艺品。
- Our foreign trade is continuously expanding.
我们的对外贸易不断发展。
- We set great store by the trade relationship with the third world countries.
我们十分重视同第三世界国家的贸易关系。
- For the past ten years, we have done a lot of trade with your company.
在过去的十年中，我们与贵国进行了大量的贸易。
- The arrangement will contribute to cement our pleasant relationship.
此项安排将有助于巩固我们良好的关系。
- There has been a slowdown in the electronic products trade with you.
我们和你们的电子产品贸易已有所减少。
- We have made a very good start in our business with South Korea.
我们和韩国在业务上有了良好的开端。
- We mainly trade with European firms.
我们主要和欧洲商行进行贸易。
- Our trade is conducted on the basis of equality.
我们是在平等的基础上进行贸易。

贸易往来：

- Shall we sign a triangle trade agreement among the three of us?
我们三方签订一个三角贸易协议好吗？
- Compensation trade is, in fact, a kind of loan.
补偿贸易实际上是一种信贷。
- Can we do a barter trade? We'll give you paper in exchange for your timber.
咱们能不能做一笔易货贸易呢？我们将用纸与你们交换木材。
- If you're interested in leasing trade, please let us know.
如果你们有意做租赁贸易，请告诉我们。
- We wonder whether you are interested in counter trade.
我们不知道你们是否对抵偿贸易感兴趣。



- Do you agree to do processing trade with us?

你们同意与我们进行来料加工贸易吗?

发展计划:

- Because of the rapid development of our business in Asia, we are thinking to open more branches.
鉴于我们在亚洲地区业务的迅速发展,我们正在考虑开设更多的分支机构。
- If you are interested in dealing with us, please inform us of your requirements as well as your banker's name and address.
如果你们有意经营我公司产品,请告知你方要求及往来银行的名称和地址。
- It will be advantageous to both sides if we can establish our business relationship on the basis of mutual benefit.
如果我们互利的基础上进行业务关系,对我们双方都是有利的。
- Our company is thinking to expand the business relationship with China.
我公司想扩大与中国的贸易关系。
- Our purpose is to explore the possibilities of expanding trade with you.
我们的目的是和你们探讨一下发展贸易的可能性。
- We believe that the long-term cooperation with China will be promising.
我们相信与中国长期合作的前途是光明的。
- We want to develop a direct contact with European buyers.
我们想同欧洲大陆的买主建立起直接的联系。
- We are willing to open an account with you.
我们希望能与你们建立账户往来关系。
- We have been working on expanding our scope of cooperation with you.
我们一直努力设法扩大与贵公司的合作范围。
- We look forward to reactivating our business relationship.
我们盼望我们的业务关系重新活跃起来。
- Since your firm specializes in mechanical and electrical equipments, we are willing to establish business relationship with you.

得知贵公司专门经营机电产品，我们愿意与贵公司建立业务关系。

- That should be a chance to renew our friendly relationship.
那是一个可以恢复我们友好关系的机会。
- We'll try our best to widen our business relationship with you.
我们将尽力扩大同你们的贸易关系。
- We're writing you to establish business relationship with you.
我们写此信是为了与你方建立业务关系。
- We've often expressed our interest in investing in China.
我们一直对在中国投资很感兴趣。
- Would you please introduce us to some reliable exporters of Chinese handicrafts?
请向我们推荐一些最可靠的中国手工艺品出口商，可以吗？

III. Frequently Used Words and Phrases 常用词汇和短语

- a heavy investment 巨额投资
a long-term investment 长期投资
a profitable investment 有利可得的投资
a safe and sure investment 安全可靠的投资
assembling trade 来料装配贸易
barter trade 易货贸易
be of the latest style 最新式样
bilateral trade 双边贸易
blouse 女衬衫
business association 业务联系，交往
business connection 业务联系
business cooperation 业务合作
business house 商行；商号
business scope/frame 经营范围
buy-back 回购贸易
catalogue 目录
Chamber of Commerce 商会

close relationship 密切的关系
collectively-owned enterprise 集体企业
compensation trade 补偿贸易
cooperative enterprise 合作企业
cooperative relationship 合作关系
counter purchase 互购贸易
counter trade 对销贸易; 抵偿贸易
credit standing 信用地位
currency, Chinese currency, British currency 货币, 中国货币, 英国货币
deal 交易, 经营, 处理, 与……交往
direct investment 直接投资
enter into business relations 建立业务关系
enterprise 企业
exclusively foreign-owned enterprise 外商独资企业
financial position 财务状况
foreign trade personnel 外贸工作者
foreign trade 对外贸易
garment 服装
import and export corporation 进出口公司
individually owned enterprise 个体企业
international trade 国际贸易
investment environment 投资环境
investment intent 投资意向
investment partner 投资伙伴
investment 投资
investor 投资者
invisible trade 无形贸易
joint venture enterprise 合资企业
leasing trade 租赁贸易
multilateral trade 多边贸易
on the basis of equality and mutual benefit 在平等互利的基础上
overseas trade 海外贸易
pamphlet 小册子

processing trade 来料加工贸易
representative 代表
silk 丝绸
specialize in 专营
specific inquiry 具体询价
state-operated 国营的
state-owned enterprise 国有企业
technological cooperation 技术合作
foreign trade department 对外贸易部门
scope of cooperation 合作范围
to cement business relationship 巩固业务关系
to conclude a business transaction 达成贸易交易
to continue business relationship 继续业务关系
to deal in 经营, 做生意
to do business in a moderate way 做生意稳重
to do business in a sincere way 做生意诚恳
to enlarge (widen) business relationship 扩大业务关系
to establish arrangement 达成协议
to establish (enter into, set up) business relationship 建立业务关系
to improve business relationship 改善业务关系
to interrupt business relationship 中断业务关系
to make a deal 做一笔交易
to present business relationship 保持业务关系
to promote business relationship 促进业务关系
to reach an agreement 达成协议
to restore (resume) business relationship 恢复业务关系
to speed up business relationship 加快业务关系的发展
to trade with 和……进行贸易
trade agreement 贸易协议
trade association 贸易协会
trade balance 贸易平衡
trade by commodities 商品贸易

trade circles 贸易界
trade cooperation 贸易合作
trade fair 贸易展销会
trade prospects/outlook 贸易前景
trade reputation 贸易声誉
trade show 贸易展览
trade terms/clause 贸易条款
tradesman/trade peoples 商人, 零售商
trading center 贸易中心
trading department/mechanics 贸易机构
trading firm/house 贸易行, 商行
trading market 贸易市场
trading partnership 经营合伙人
triangle trade 三角贸易
visible trade 有形贸易

IV. Exercises

1. Role Play

Work with your partner. You are meeting a prospective buyer from Australia who are looking for the certain products that you can produce. They are comparing similar products in China market. Try to give them a comprehensive introduction of your company.

2. Translations

- (1) 为了使你方更好地了解我公司, 现附上我公司最新产品目录一份。
- (2) 如果你们需要更多有关我们的信息, 我们都将尽快给予答复。
- (3) 合作的成功取决于双方的理解、协调和智慧。
- (4) 我们希望尽快得到你方的答复, 并相信通过相互合作我们不久就能达成这笔交易。
- (5) 在新西兰销售我们的烟草, 关于这方面, 你能提点建议吗?



3. Finish Dialogue

A: Hello Jeffery.

B: Hello Jim. _____ (1) _____ (很高兴再次见到你。) How is the business?

A: Oh, as usual. And you?

B: Not bad. Jeffery, May I introduce my new colleague—Jack Edison. _____
(2) _____ (他刚被提升, 从现在起他负责我们与贵司的业务。) Jack, this is Jim White.

C: Hello, Mr. White.

A: Call me Jim, please. I am still too young to be Mr. White.

C: OK, Jim. Call me Jack, please. _____ (3) _____ (能为你服务是我的荣幸。)

B: _____ (4) _____ (我希望你好好地关照吉姆) He is one of our best customers.

C: You bet I'll do all my best.

A: I'm sure you will, Jack.

B: How about lunch? May we go to lunch together, Jim?

A: Sure. ____ (5) ____ (我还有事想跟你们谈谈, 我们边吃边谈吧。) It is on me.