

外贸英语经典系列教材

A Speaking Course of

Foreign Trade English (4th Edition)

外贸英语对话
(第四版)

诸葛霖 江 春 编著



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诸葛霖 江 春 编著

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第三版前言

今年冬天,为修订《外贸英语对话》教材,我与对外经济贸易大学出版社的宋海玲老师一起去拜访诸葛霖老先生。那天阳光很好,走进先生位于新鼓楼大街的家,感觉整洁简朴,先生穿着中式灰色棉衣热情地接待了我们。他详细地询问了我们要添加和修改的章节,并表示时代在发展,贸易的概念在扩大,完全有必要修改教材,使之体现改革开放的新动态。接下来诸葛先生为我们讲述了当年《外贸英语对话》教材编写的历史背景和使用情况。“我们国家在改革开放初期需要大量的外贸干部和业务人员,他们要用英语与外商谈判,要熟悉外贸流程业务,由于我的经济学硕士是在英国著名大学获得的,同时又在上海商务系统做了多年外贸业务,所以我就理所当然地被外贸部抽调过来。我的任务是深入公司,调查研究,编写一本实际可用的外贸英语对话教材”。听着老先生侃侃而谈,我不禁深深地为诸葛先生的敬业所感动,为先生精湛的语言功底所折服,这简直就是一部商务英语发展的“口述历史”。老先生已是87岁的高龄,可是他眼不花,耳不聋,讲话声音洪亮,思路非常清晰。他非常关心对外经济贸易大学商务英语的学科发展,详细询问了我们目前的课程和师资情况。他感慨地表示时代发展得太快了,很多商务领域的新思想,新做法已经无法跟上了,希望我们能在更新教材的时候,既保留原教材的精髓,又体现新时代的做法。此次教材的改变完全按照老先生的意思而行。

《外贸英语对话》教材自从出版到现在一直受到全国各大学及外贸中专师生的好评,出版发行量一直很好。这说明大家对教材的内容和语言质量的认可和欢迎,也说明教材经历了时间的检验和证明。如前所述,过去10年间,我国的外贸业务不论从质到量都有了飞跃,从业人员的素质不断提高,旧的贸易政策被取消,新的业务方法不断涌现,基于此,我们在改编此书的过程中取消了原来的四个章节,他们分别与进出口许可证和外贸政策相关。同时增加了四个章节,他们分别是:广告代理、商品检验、特许经营权和技术转让。这四个方面是近年来与服务贸易相关的新领域新事物,希望引起商务英语学习者的充分重视,并能够掌握这方面的基本术语、知识和语言技能。我们衷心感谢全国外贸从业人员的辛勤劳动,也感谢大家对这本教材的认可和使用。希望新改编的教材能够继续受到即将从事外贸业务和正在从事外贸业务人员地欢迎。

江 春

对外经济贸易大学商务英语系
二零零七年夏于惠园

前 言

自从《外贸英语对话》出版发行以来已有十余年了，它受到了广大读者的欢迎，至今已重印十多次。不少大专院校采用它为教材。近几年来外经贸领域出现不少新事物，新做法。为适应这一形势我们对本书加以充实，新增加了九课，作为本书的第二篇，以便更好地满足读者的需求。

本书分为一、二两篇（或称两部分）共 23 课。第一部分是外贸业务成交的程序环节，比如询价、报盘、还盘、装运、保险、包装、支付、索赔等等，基本上包括原书内容。新增加的第二部分包括仲裁、补偿贸易、易货贸易、进口许可证、进口配额、商标注册、招标和建立合资企业、主要学习业务知识和政策。这些常常是与外商进行业务谈判的内容。所以学习新版本可以进一步提高学员们的口语能力，还可以增加外经贸方面的知识。每一课都配有多种练习并附答案，又有课文中文翻译。本书可作为教材，也适合自学之用。

本书由诸葛霖主编，张天杰和聂薇参加了部分编写工作。由于编者的业务与外语水平有限，错误缺点在所难免，希望学者与读者批评指正。

编 者
1996 年 5 月

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Part I

Business Procedures

UNIT ONE

Business Inquiries

(1)

A: I'm glad to have the opportunity of visiting your corporation. I hope we can do business together.

B: It's a great pleasure to meet you in person, Mr. Clive. I believe you have seen our exhibits in the show room. What is it in particular you're interested in?

A: I'm interested in your steel hardware assortment. I've seen the exhibits and studied your catalogues. I think some of the set items will find a ready market in Canada. Here's a list of requirements. I'd like to have your lowest quotations, CIF Vancouver.

B: Thank you for your inquiry. Would you tell us what quantity you require so we can work out the offers?

A: I'll do that. Meanwhile, could you give me an indication of the price?

B: Here are our FOB prices. Our minimum order quantity is 2 000 sets. All the prices in the lists are subject to our final confirmation.

A: What about the commission? From European suppliers I usually get a 5 to 10 percent commission for my imports. It's the general practice.

B: As a rule, we do not allow such a big percentage of commission. But if the order is a sizable one, we'll consider it.

A: You see, I do business on a commission basis. A commission on your prices would make it easier for me to promote sales. Even 5 or 3 percent would help.

B: We'll discuss this when you place your order with us.

(2)

- A: When can I have your firm CIF price, that is, the final and firm offer, Mr. Zhang?
- B: We'll have them worked out by this evening and let you have them tomorrow morning.
Would you be free to come round then?
- A: Good. I'll be here tomorrow morning at 10. How is that?
- B: Perfectly. Our offers remain open for 3 days.
- A: I don't need that long to make up my mind. If your prices are favorable and if I can get the commission I want, I will place the order right away.
- B: I'm sure you'll find our price most favorable. Elsewhere prices for steel hardware have gone up tremendously in recent years. Our price hasn't changed much.
- A: I'm glad to hear that.
- B: It's our pleasure. Is there anything else I can do for you, Mr. Clive?
- A: I'm buying for chain department stores in Canada. They are interested in Chinese woolen carpets. I'd like to make an inquiry. Could you introduce me to the person in charge of this line?
- B: Certainly. Have you visited www.alibaba.com first? There are dozens of suppliers of carpets and rugs.
- A: You see, that's the problem. I've visited it and I am really confused. Could you introduce me a reliable one so that I can go and visit the physical places where carpets are made.
- B: Yes. Then I'll make an appointment for you with Mr. Li of the Xinjiang Yilong Carpet Company. I know they supply wonderful woolen carpets with silk blended at wholesale factory prices.
- A: Thank you very much.

(3)

- A: I understand that you're interested in our machine tools, Mr. James.
- B: Yes, we're thinking of placing an order. We'd like to know what you can offer in this line as well as your sales terms, such as mode of payment, delivery, discount, etc.
- A: As you know, we supply machine tools of all types and sizes. We have years of experience in the manufacture of machine tools.
- B: We've read about this in your sales literature on the website. Could you give us some ideas about your prices?

A: Our prices compare favorably with those offered by other manufacturers either in Europe or anywhere else. Here are our latest price sheets. You'll see that our prices are most attractive.

B: Do you take special orders? That is, do you make machines according to specifications?

A: We do. As a matter of fact, we design machine tools for special purposes.

B: How long does it usually take you to make delivery?

A: As a rule, we deliver all our orders within 3 months after receipt of the covering letters of credit. It takes longer, of course, for special orders. But in no case would it take longer than 6 months.

B: Good. Another thing, all your prices are calculated on a CIF basis. We'd rather have you quote us FOB prices.

A: That can be done easily.

Words & Expressions

particular	<i>a.</i> 特定的, 具体的
steel hardware assortment	<i>n.</i> 钢质小五金组合套装
catalog(ue)	<i>n.</i> 目录
requirement	<i>n.</i> 需求
inquiry	<i>n.</i> 询价
offer	<i>v. & n.</i> 报价
indication of price	估计价格
subject to	<i>ad.</i> 在……条件下
discount	<i>n.</i> 折扣
commission	<i>n.</i> 佣金
manufacture	<i>n.</i> (大量) 制造
sales literature	销售说明书
favorably	<i>ad.</i> 有利地
competitive	<i>a.</i> 有竞争力的
specifications	<i>n.</i> 规格
receipt	<i>n.</i> 收到
covering	<i>n.</i> 有关
covering L/C	有关信用证

compare	v. 比较
elsewhere	ad. 在别处
chain department store	连锁商店
to be interested in sth.	对……有兴趣
It will find a ready market in Canada.	它(商品)将在加拿大畅销。
subject to our final confirmation	以我方最终确认为准
place an order	订货
offer in this line	在这一方面提供
our prices compare favorably with...	我方价格比……优惠
...made according to specifications	定制(按预定规格做)……
sales conditions	销售条件
machine tools of all types and sizes	各种类型和尺寸的工作母机
price sheets	价格单
make delivery	交货
as a rule	一般说来, 通常
3 months after receipt of the covering letters of credit	接到有关信用证后三个月内
All your prices are calculated on a CIF basis.	你方接到的所有价格都是到岸价。
CIF Vancouver	温哥华到岸价
FOB prices	离岸价
firm offer	实盘
Our offers remain open for 3 days.	我方报价三天有效。

Examples

1. to be interested in... 对……有兴趣

We are interested in developing business relations between us.

We are interested in making you an offer on our handmade carpets, which are well received on the overseas market.

2. subject to 以……为准, 有效

Our offer is subject to your reply reaching us before next Thursday.

Subject to our final confirmation, we are sending you our offer as follows.

3. place an order 订货

We wish to place an order with your corporation for 10 000 bicycles.

4. compare favorably with 比……优越, 有利

Our conditions of sales compare favorably with those offered by other manufacturers.

If you compare our quotations with theirs, you'll see how favorable ours are.

5. make delivery 交货

We should like to know how soon you can make delivery of the goods.

Since these goods are urgently needed, we have to speed up delivery.

6. as a rule 通常

As a rule, our prices are given on a CIF basis.

As a rule, all the price changes must be approved by the sales manager.

7. after receipt of 收到……之后

We have worked out our offer for this commodity after receipt of your enquiry.

8. We'd rather...than... 我们宁愿……而不……

We'd rather fill our needs elsewhere than keep our enquiry open indefinitely.

We'd rather have your CIF prices than FOB prices.

9. work out 写出, 报出

We have worked out a schedule for our discussions. Please have a look.

We'll work out our CIF quotation no later than tomorrow afternoon.

10. Our offers remain open for 3 days. 我方报价三天有效。

Our offer is good for a week.

This offer is firm for 5 days.

This offer is valid for 3 days.

Exercises

1. Fill in the blanks with appropriate words and expressions:

- 1) Would you tell us the quantity you want _____ we may _____ the offer?
- 2) Please make your quotations _____ a CIF basis.
- 3) I want to _____ some substantial business _____ you this time.
- 4) I usually get a 5% commission _____ my suppliers _____ my imports.
- 5) We are thinking _____ placing an order _____ your firm.
- 6) May I know what particular items you are interested _____ ?
- 7) All the prices _____ the list are subject _____ our final confirmation.
- 8) We shall, of course, arrange _____ shipment of the goods _____ receipt of your L/C.

- 9) One of our clients is interested _____ your products and wishes to have your quotations _____ them.
- 10) We have received an inquiry _____ one of our clients _____ your "Giant" Brand bicycles and are likely to place a large order _____ you if the price is _____.

2. Compose a dialogue on the following situation:

Mr. Zhang of the Beijing Textile Corp. talks with Mr. Abdula from Africa. Mr. Abdula enquires for our Printed Cotton Piece Goods. He is not satisfied with our designs and asks us to produce patterns similar to those provided by him. We agree to make him an offer provided he increases the quantity for each design to 10 000 yards.

3. Translate the following dialogue into English:

- A: 我能见经理吗?
- B: 恐怕他不在, 你有什么事吗?
- A: 有点事。我带来了一些机床目录本。不知道你方用户(enduser)要不要看看。
- B: 当然要看啰。你是不是愿意把这些商品目录本交给我啊?
- A: 我们是机床供销商。我想你方用户对我们一些最新产品会感兴趣的。
- B: 我们在考虑订购一些特种机床。如果你方产品是我们所要的类型, 我们是有兴趣的。
- A: 你们大概知道, 我们也接受特定规格制造机床的订单。
- B: 订货要多长时间交货呢?
- A: 收到有关信用证后最多三个月就能交货。特殊订单交货时间会略长一些, 但无论如何不会超过六个月。
- B: 好吧, 我把你们的商品目录本送给我们对你们的商品感兴趣的用户。同时, 我能了解一下价格的大概情况吗? 能不能给一张报价单?
- A: 当然可以。这是我们的价格单。我们的价格和其他制造商开价比较, 是十分优惠的。这一点你们从我方报价单里就能看到。所有价格当然要经我方确认后方始有效。
- B: 你方报的是 FOB 温哥华价, 请问你们给不给折扣?
- A: 请你谈谈你们的想法。
- B: 我们从欧洲供销商那里经常得到 5% 的折扣, 有时得到 10% 的折扣。
- A: 假如你方订购数量比较大的话, 我方可以考虑。
- B: 那好, 到我们决定订购多少机床的时候再一起商量吧!
- A: 什么时候听你们回音?
- B: 下星期五吧。

UNIT TWO

On Price

(1)

A: I've come about your offer for bristles.

B: We have the offer ready for you. Let me see... Here it is. 100 cartons of Chongqing Unboiled Bristle Brush Sets, at... pounds sterling per set, CIF European Main Ports, for shipment in June, 2011. The offer is valid for three days.

A: Why, your price has soared! It's almost 25% higher than last year's. It would be impossible for us to push any sales at such a price.

B: I'm a little surprised to hear you say that. You know very well that market for bristles has gone up a great deal in recent months. The price we offer compares favorably with the quotations you can get elsewhere.

A: I'm afraid I can't agree with you there. I must point out that your price is higher than some of the quotations we have received from other sources.

B: But you must take the quality into consideration. Everyone in the trade knows that China's bristles are of superior quality to those from other countries.

A: I agree that yours are of better quality. But there's competition from synthetic products, too. You can't ignore that prices for synthetic bristles haven't changed much over the years.

B: There's practically no substitute for natural pig bristles for certain uses. That's why demand for natural bristles keeps rising in spite of cheaper synthetic ones. To be frank with you, if it were not for the long-standing relationship between us, we would hardly be willing to make you a firm offer at this price.

A: Well, we'll have a lot of difficulties in persuading our clients to buy at this price. But I'll have to try, I suppose.

Detailed Product Description of Unboiled Bristle Brush Sets

Bristle Brush: Process is carried out according to unboiled bristle norms.

Type: Bristle brush

Source: Pig

Color: variety of colors as required by the buyer

Length: 44/51/57/64/70/76/83/89/95/102/108/114mm and up to 152mm

HS Code: 0502101000

Standard: GB 8214—87

Ingredients: 90% tops

Certification: ISO 9000

Place of Origin: Chongqing, People's Republic of China

Features: natural thick fibers, rich oiliness contained, strong and elastic, bright color and luster

Packaging Detail: 25 sets per carton. Each bristle brush set is beautifully wrapped by colorfully lined plastic boxes.

Delivery Detail: 30 days after down payment

(2)

A: I believe you've studied our proposal for fertilizers.

B: Yes, Mr. Baker. And we're very much interested.

A: It's almost twenty years since we first supplied you with our products in 1990s. To our regret, for one reason or another, business between us has failed to develop. I hope we can work out a deal this time.

B: As we have already said, we do business on the basis of equality, mutual benefit and exchange of needed goods. If we stick to these principles, I'm sure we can arrive at something mutually beneficial.

A: May we hear your comments on our products?

B: We find the quality of your samples well up to the standard and suitable for our requirements. On the other hand, we have received offers for higher quality products. So business depends very much on your prices.

A: Taking everything into consideration, you'll find that our prices compare favorably with the quotations you can get elsewhere.

B: I'm not so sure of that. Before coming to the discussion of prices, may I point out that we would like to have you quote us on an FOB basis?

A: Why, I don't quite understand. For bulk goods such as chemical fertilizers, it's the sellers who arrange the shipping space. It's more convenient for us, as well as for you.