

职业英语系列—BWPC—ITP 美国职业英语丛书

# Business

## International Trade

### 国际贸易商务英语

(英汉对照)

[美] 英语服务中心 著  
沈瑞年 译注



世界图书出版公司

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沈丽娟 译



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# Preface

This book is one of Macmillan's *Career English* series. *Career English* is intended for students who have some proficiency in English as well as a working knowledge of their own professional fields. The books are designed to teach the special terminology students need in order to communicate in English within their career areas.

Students will find the *Career English* books clear, lively, practical, and easy to use. Each chapter covers one specific topic and begins with a dialogue between an expert in the field and a student or a trainee. In the course of the dialogue, the key terms pertaining to the chapter topic are introduced in a realistic context. The dialogue is followed by a terminology practice in which each key term is defined and used in three sample sentences. At the end of each chapter, students will find a simple check-up exercise to determine whether or not they have mastered the terms introduced in the dialogue. An answer key to the check-ups is provided for self-correction. A glossary at the end of each book lists all the terms in the text with the numbers of the chapters in which they appear. In addition a cassette recording of the dialogues is available for each book. Use of the cassette is optional but highly recommended.

The books in the *Career English* series are designed to be equally useful for students studying in a classroom or independently.

*To the student:* If you are studying independently, the following suggestions will help you to use this book to its best advantage:

1. Read the dialogue from beginning to end.
2. Read the terminology practice.
3. If you have the tape, listen to it. Listen for the words in the terminology practice, paying special attention to pronunciation and intonation.
4. Reread the dialogue aloud. (If you have the tape, play it again to check your pronunciation.)
5. Do the end-of-chapter check-up to be sure you have mastered the terms introduced in the chapter. Check your answers with the answer key at the back of the book. If you have made an error in the check-up, use the terminology practice to look up the words you have not mastered. Find the terms in the dialogue, and reread the dialogue. Correct your errors.
6. Now you are ready to go on to the next chapter.

*To the teacher:* The following suggestions will help you to use this book to its best advantage in your classroom:

1. Ask students to read the dialogue silently.
2. Have them read the terminology practice to themselves.
3. If you have the tape, play it for the class. Suggest that students follow along in their books, listening carefully for the words in the terminology practice and paying careful attention to pronunciation and intonation.
4. Read each word in the terminology practice aloud, asking students to repeat after you. Check for pronunciation. Have students take turns reading the sample sentences aloud.
5. Ask two students to read the dialogue aloud, taking the parts of the characters in the dialogue. (You may wish to have several pairs of students read each dialogue.) As the dialogue is being read, help the students with their pronunciation and intonation.
6. Ask students to do the end-of-chapter check-up to be sure they have mastered the vocabulary introduced in the chapter. If students have their own books, they may write their answers directly in the book. If the books will be used by others, ask students to write their answers on separate paper.
7. Students can check their answers with the answer key at the back of the book. If they have made any errors, suggest they look up the terms in the terminology practice, reread the definitions and sample sentences, and reread the dialogue. Then have them correct their check-ups.

# 序 言

本书是《BWPC-ITP 美国职业英语》丛书中的一本。《职业英语》丛书是为具有一定专业知识同时也具有一定英语水平的学生而编写的。本丛书旨在传授一些学生们所需的专业术语,使他们能在其专业领域内用英语进行交流。

学生们会发现《职业英语》丛书具有内容清晰,讲述生动,实用且使用简便等特点。书中每课讲述了一个专题。每课的开始部分都是一位专家和一个学生或受训人之间的一段对话。在这段对话中,涉及此课主题的关键术语出现在实际场景之中。对话部分之后是术语练习。在术语练习中对每个术语都给出了定义,并且提供三个例句说明其用法。在每课的最后部分都安排有简单的检查练习,以供学生测定他们是否掌握了对话中所出现的术语。书中还提供练习答案供学生自检。另外,每一本书都配有相对应的对话录音磁带,使用磁带非常有助于本书的学习。

《职业英语》丛书既可作为课堂用书也可供学生自学使用。

学生须知:如果你使用此书自学,下列建议有助于你用好本书。

1. 从头至尾通读对话。
2. 研读术语练习。
3. 如果你有录音磁带,认真听一听。尤其注意术语练习中的生词,注意它们的发音和语调。
4. 反复朗读对话(如果你有录音磁带,可对照磁带检查你的发音)。
5. 做每课后的检查练习,以确保掌握课文中出现的术语。参照书后所附的答案检查你的答案。如果发现错误,可使用术语练习查找你没有掌握的词汇,并在对话中找到这些术语并重读对话,改正错误。
6. 上面步骤都做完后,你便可以继续学习下一篇课文了。

教师须知:下列这些建议有助于你在课堂上用好此书。

1. 要求学生默读对话。
2. 要求学生自己看术语练习。
3. 如果你有录音磁带,请在课上播放。建议学生边听边看书,并仔细听术语练习中的词汇,注意其语音和语调。
4. 朗读术语练习中的每一个生词,要求学生跟你读这些生词,检查他们的发音。要求学生们轮流朗读例句。
5. 让两名学生在对话中以不同的角色朗读对话(每一组对话你都可以请几对学生来朗读)。学生朗读对话时要纠正他们的发音和语调。
6. 要求学生做课后检查练习以确保他们掌握课文中介绍的单词。如果学生自己有书可以让他们把答案直接写在书上。如果别的学生还要用这本书,就请他们把答案写在另外的纸上。
7. 学生可根据书后答案检查自己的答案。如果他们答错,建议他们在术语练习中查找该术语,重读定义和例句并重读课文。然后改正错误。

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## LESSON

# 1

## Taking the First Step



### A. Dialogue

**Consultant:** Good morning, Mr. Larson. I'm pleased to learn that you want to market your product in other countries.

**Company President:** Yes, we have a good product, and it should be in demand in other countries. But I don't know how to begin.

**Consultant:** Well, that's the most difficult part of foreign trade—taking the first step.

**President:** I'd like to try to sell one line, a small office machine for putting sheets of paper together called a collator.

**Consultant:** That sounds interesting.

**President:** Do you think I should export to only one country first?

**Consultant:** You said your product should be in demand in other countries. So you must think there is a potential for making a profit in more than one. Examine the market structure and general economic conditions in those places. This will indicate whether a profit can be made. Then decide how many countries to start with.

**President:** Would I need to go to these countries and sell the product myself?

**Consultant:** No. But a visit to the countries would be a good idea.

**President:** What would I do there?

**Consultant:** You would locate a distributor who would purchase your product and resell it.

**President:** How would I find a distributor?

**Consultant:** First, you may find a selection of names through the United States government's Commerce Department.

**President:** That sounds like a good suggestion. How can I find out if my product is in demand in other countries?

**Consultant:** The Commerce Department can help you on that too. Foreign Service Officers make economic reports to the Commerce Department about market conditions, controls, tariffs, and quotas in other countries.

**President:** Can I see these reports?

**Consultant:** Yes, and you can also examine market reports.

**President:** Good. I can find out with whom I'm competing.

**Consultant:** Also, examine the general state of the economy. For example, if the economy is in a recession, the demand for all products is usually decreased. So your product might not sell well at such times.

*(This dialogue will be continued in Lesson 2.)*

## B. Terminology Practice

**commerce:** trade

This is a report on foreign commerce.

I've learned a great deal about commerce.

Have you read his study on European commerce?

**Commerce Department:** a United States government agency dealing with commerce

The Commerce Department issues many reports.

Many businessmen visit the Commerce Department.

Where is the Commerce Department located?

**compete:** in this sense, try to make one's product sell better than similar products that are being marketed by other companies

To compete well takes hard work.

Some people do not care to compete.

One must usually compete to make money.

**competition:** sale of the same or a similar product, or a company that sells a similar product

Competition helps the buyer.

Are you familiar with the competition's products?

Most traders have some competition.

**controls:** in this sense, governmental limits on the movement of money and products

Controls limit exports.

Foreign traders should know about controls.

Most countries have controls on trade.

**distributor:** someone outside a company who sells its product

The distributor will take orders.

A distributor is sometimes referred to as an agent.

Is your distributor reliable?

**export:** send to other countries

Do you wish to export?

To export means to market a product abroad.

Where shall I export?

**Foreign Service Officers:** government representatives in foreign countries

Some Foreign Service Officers specialize in trade matters.

Foreign traders visit Foreign Service Officers.

Foreign Service Officers make reports.

**foreign trade:** trade with another country

Foreign trade is very interesting.

Our foreign trade is growing.

Most large companies are in foreign trade.

**in demand:** wanted by the customer

My product is in demand here.

Is it also in demand abroad?

Wheat is in demand this year.

**line:** a particular kind of product

My line is in demand.

I'll start a new line.

I'll sell my old line abroad.

**market:** sell a product or put it on sale

I'll market my product here.

Marketing presents many problems.

Are there many books on marketing?

**market reports:** facts and figures on what buyers want to buy

Market reports cover many things.

In foreign trade, market reports show what products are in demand.

You can make your own market report.

**product:** a thing made by a company

This product is made by my company.

Will you market that product this year?

Our products are selling well.

**quota:** a limited or set quantity

Some countries have quota controls.

A quota is a limit on the goods that go into a country.

A quota can be removed.

**recession:** a period of decreased economic activity

People buy less during a recession.

Do businesses produce less in a recession?

Recessions often cause unemployment.

**tariff:** a charge or tax imposed by a government on goods coming into a country

Tariffs increase the cost of a product.

Do you think the tariff is too high?

The exporter does not like the tariff.

**trade:** buying and selling

Trade is often limited by governments.

There's a lot of trade between our countries.

We trade very little in that part of the world.

### C. Check-Up

*Fill in the blanks with the correct terms from the list.*

distributor

in demand

commerce

market

competition

product

controls

quotas

export

tariffs

1. This is what I'm selling. This is my \_\_\_\_\_.
2. At present I only sell it in this country. I only \_\_\_\_\_ it here.
3. I'm planning to start sending it abroad. I'm going to \_\_\_\_\_ it.
4. I want to find out who sells a product like mine abroad. I want to know what \_\_\_\_\_ there is.
5. I also want to know whether many people want a product like this. I wonder whether it's \_\_\_\_\_.
6. I haven't found anyone to sell my product abroad. I don't have a \_\_\_\_\_.
7. Are the charges very great for products going into African countries? Are the \_\_\_\_\_ high?
8. I understand that there are limits on the quantities one can export to some countries. I've been told that there are \_\_\_\_\_.
9. Yes, and there are limits on the movement of money and products. There are numerous \_\_\_\_\_.
10. Buying and selling are pretty complicated. In \_\_\_\_\_ there are many things to think about.

## 第 1 课 第一步

### A. 对话

顾问：早上好，拉森先生。欣闻您要在其他国家销售贵公司的产品。

总裁：是的，我们公司有上乘产品，外国对这些产品也应该有需求。但我不知道如何着手才好。

顾问：嗯，这第一步是对外贸易中最难的一步。

总裁：我想要试销一种产品，它是一种把文件装订成册的小型办公设备，叫钉文件机。

顾问：听来怪不错的。

总裁：我们先只向一个国家出口，您看怎样？

顾问：您刚才说，国外对这种产品也有需求。因此，您一定想到不只在个国家有赚钱可能。您考察一下，那些地方的市场构成和总的经济情况，这样才能说明能不能赚钱，然后再决定从几个国家着手。

总裁：我是否需要亲赴这些国家推销本公司的产品？

顾问：不必。但是，到那里去访问，倒是个好主意。

总裁：去那里做些什么事呢？

顾问：您可以物色一位分销商，让他买了贵公司的产品再转卖出去。

总裁：我该怎么去找分销商呢？

顾问：第一步，您通过美国政府商业部挑选几名。

总裁：一听就是条好建议。怎样才能弄清其他国家是否需要我们公司的产品呢？

顾问：商业部也能帮您办成这件事的。美国政府的驻外代表常就外国的市场情况、各国政府对资金和商品流动的管制、进口关税和进口配额等撰写经济报告报送商业部。

总裁：我能看到这些报告吗？

顾问：能，并且您还能看到有关市场的报告。

总裁：好。这样我就能了解竞争对手是谁啦。

顾问：您也考察一下总的经济情况。比如说，要是经济处于衰退时期，那末，通常对所有产品的需求都会减少。在这种时期，贵公司的产品，销路也不会好。

(待续，见第2课)

## B. 术语

commerce 商业	in demand 需求
Commerce Department 商业部	line 某类产品
compete v. 竞争	market v. 销售，出售
competition n. 竞争	market reports 市场调查报告
controls 管理控制	product 产品
distributor 分销商	quota 进出口配额
export v. 出口	recession 衰退，经济衰退
Foreign Service Officers 驻外代表 表(官员)	tariff 进口关税
foreign trade 外贸	trade 贸易



## LESSON

# 2

## The First Step (CONTINUED)

---

### A. Dialogue

*President:* How can I be sure my product will sell in a particular country if someone else is already selling there?

*Consultant:* Well, you'll have to learn to compete.

*President:* But how can I do this successfully?

*Consultant:* This depends on the market conditions in the various countries. In general, you have to aim for efficiency in production. This means producing the largest quantity of good products at the lowest cost.

*President:* What about replacement parts?

*Consultant:* Yes, that's important. The best method is to arrange to deliver replacement parts or repair parts promptly by air.

*President:* And I'll have to train some people to service the machines.

*Consultant:* Yes. Or perhaps you can leave that to your distributor.

*President:* It gets pretty complicated.

*Consultant:* That's true. But you must think of all these details before you draw up a contract with a distributor.



- President:* I don't know. Because of the extra risks involved in exporting, is it really worth the effort?
- Consultant:* Oh, I think so. But you're right. There are more business risks than in selling on the domestic market.
- President:* Another thing that concerns me is the problem of translating labels, markings, instructions, and advertising. The cost of such translations has to be considered.
- Consultant:* Yes. All these things are important. But the first thing for you to do is to learn the details of exporting—shipping by sea or air, documentation, certification of documents, insurance, export and import regulations, and packing.
- President:* Right. I think I'll go to the Department of Commerce now and find out what I can. I also want to get some information about pricing and credit.
- Consultant:* You should also locate a good freight forwarder near your place of business. The freight forwarder will actually ship your product abroad as well as help you with all the documents necessary for your distributor to receive the goods and for you to get paid.

## B. Terminology Practice

**advertising:** any method of making known that products or services are for sale

Advertising may state that a product is top quality.

The newspaper is a good means of advertising.

What is the cost of advertising on television?

**certification:** in this sense, a statement in writing that documents have been checked by an authorized person and found to be accurate

Some documents call for certification.

A charge is sometimes made for certification of documents.

Certification of documents is important.

**consumer:** a person who buys goods

Most consumers buy food every week.

Do consumers purchase less during a recession?

Consumers choose among products to buy.

**competitor:** someone who sells the same or a similar product

My competitor makes a good machine.