

实用外贸英语

李宣松 编著

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前 言

半个世纪以来,世界经济发生了巨大的变化,中国也取得了举世瞩目的成就。随着国际经济合作的广泛展开,对外贸易显得日益重要。英语做为贸易交流的工具,在加强国际间的合作中也起着举足轻重的作用。

随着时代的发展,贸易英语自身也经历着一系列的变化。在过去的贸易活动中,以单纯的商品交易居多,口头谈判与书信往来是贸易交流的主要渠道。而近年来,跨国公司与国际组织的涌现,使贸易合同为愈来愈多的人所重视。贸易英语形式由口头、书信到合同也呈现出各自不同的特点。

本书共分二篇。第一篇是对谈判、书信以及合同英语的综合概述。第二篇把贸易过程分为九个环节。每个环节的内容为一章。每一章包括四个部分。第一部分包括各个贸易环节所涉及的主要概念和术语。第二部分为谈判例句。第三部分为书信例子。第四部分为合同例子。这二篇内容密切相关,在学习时,可以把第一篇做为指导,然后再进行第二篇的学习。全书的例句与术语解释均配有汉语译文,易于掌握。

由于本书的目的不仅在于总结分析贸易英语的特点与技巧,更主要的目的是使读者在读完此书后,能积极有效地运用贸易英语。因此,本书不仅可供大中专学生阅读,而且对从事经贸工作的人员也很适用。

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第一篇

外贸英语概述

第一章 英语贸易谈判的语言及技巧

贸易谈判是整个贸易过程的重要环节。英语贸易谈判主要有两种形式,即口头谈判和书面谈判。书面谈判是落实到纸上,具有一般书面语言的特点,清晰、准确、简明、易懂。而口头谈判则复杂得多。谈判本身就是集政治、经济、技术、法律、语言、心理、社交等诸多学科在一起的工作。整个谈判过程使人类的一些基本需要得到充分体现,如生理需要、安全需要、感情需要、获得尊重的需要、自我实现的需要、求知和理解的需要以及美感的需要。这些基本需要渗透谈判的每一个环节。而英语口头谈判则更直接地反映出这些基本需要所起的作用。口头谈判一般在谈判期限内作出成交与否的决定,所以时间性较强。由于口头谈判具有直接性、复杂性、时间性等特点,就要求从事口语谈判的工作人员,不仅具有丰厚的贸易知识,还需具有广泛的社会经验及灵活的头脑。

一宗交易的达成一般要经过以下几个环节:

- ①买卖双方就所要交易的商品询问对方。
- ②在双方初步了解相互的供求情况后,有一方首先提出交易的条件,开始洽谈。
- ③各自就双方所提出的交易条件进行洽谈。
- ④经协商后,达成交易。
- ⑤签订合同。

由于不论是一宗交易的整个过程,还是每一次的谈判,都经过开始、中间谈判及结尾三阶段,所以,为了更清楚地了解英语

口语谈判的语言特点及技巧，我们就把谈判分为开始阶段、谈判阶段以及结尾三阶段来逐个进行分析。

1. 开始阶段

口语谈判开始于买卖双方的直接会面。虽然在这阶段接触不到谈判的实质，但开始阶段的气氛好坏对整个谈判过程都有影响。这就需要谈判人员注意运用适当的语言及技巧。所以使用的语言应亲切、礼貌谦恭、自然、热情。

1) 亲切、热情的语言

贸易谈判双方可能首次相识，也可能是多年的贸易伙伴。相互问候时，使用的语言要亲切、热情。如果是首次相识，互相问候时，要附带简明的自我介绍，如下面的例子：

How do you do? I'm John West and from America.

How do you do? I don't think we've met before, my name is Steven White.

Happy to know you.

I have often heard about you.

I have often wanted to meet you.

I know you very well by reputation.

I am pleased to meet you.

I have heard so much about you.

Mr. Smith has often talked about you.

如果是老朋友见面，则只需问候即可。如可以这样说：

Glad to meet you here.

Glad to see you again.

How nice to see you again.

How very nice to meet you, John.

I'm so glad you could come.

Nice having you.

Pleased to meet you again.

What a pleasant surprise to meet you here.

还可顺便问候一下生活、生意、身体等情况，如：

How are things going with you?

How are you keeping?

How are you making out?

How is your business?

How is life with you?

How is everything?

I hope all goes well with you?

I trust you're keeping well?

2) 礼貌、谦恭的语言

有时谈判双方的阵容较大，谈判也比较正式，谈判双方可能都比较陌生，这就需要谈判双方逐一介绍谈判人员，介绍时要客观、礼貌、谦恭，一方面显示出自己的强大谈判阵容，一方面需要表现出礼貌、谦恭的态度。下面试举几例在较正规场合的介绍用语及答语：

Allow me to introduce Mr. Yong, Assistant Manager of General Electric.

I'd like to introduce our director Mr. Smith.

It is with great pleasure that I introduce to you Mr. Young, sales manager of China National Machinery and Equipment Import & Export Corporation.

Let me introduce President of China Overseas Trading Company

Ltd , Mr. Zhang.

May I introduce Mr Li, director of Guangzhou Foreign Trade centre?

May I introduce Mrs Wang, Vice-President of China National Textiles Import & Export Corporation?

I am very glad to have the opportunity to meet you.

I'm very pleased to make your acquaintance.

It's a pleasure to meet you.

It's a privilege to know you, Mr Smith.

3)自然的语言

寒暄、介绍完之后，双方都明白要开始正式谈判了，即到了转入正题的时候了。转入正题时要显得自然，硬邦邦的语言及面孔只能使人不舒服。入题的方式多种多样，但无论哪种方式都离不开自然的特点。最自然的入题方式莫过于由题外语转入正题。这些题外语包括：有关气候或季节话题，有关流行的话题，有关新闻的话题，对双方有利的话题，有关社会名人的话题，有关嗜好、兴趣的话题，有关衣、食、住的话题，有关家庭状况的话题，有关健康的话题以及有关旅游的话题。下面是几个由题外语自然转入正题的例子：

例(1)：

Mr Qi: Mr Kaim, in honour of your second visit, I'd like to invite you to have " Shuan Yangrou " at Dong Lai Shun Restaurant tomorrow evening. You know it is instant boiled mutton.

Mr Kaim: Thank you. " Shuan Yangrou " of Dong Lai Shun is world renowned but I will have headache at the thought of eating mutton.

Mr Qi: What is the matter?

Mr Kaim: The prospects for importing mutton from China are not so good, as we are short of foreign exchange this year.

Mr Qi: Egypt is a big market for the export of our beef and mutton. It would also be a great loss for us if you import nothing. We will have to work out a solution.

Mr Kaim: Yes, I'm here to solve the problem. Shall we be able to do a barter trade?

Mr Qi: Yes, certainly, but what commodity do you have to exchange for our beef and mutton?

Mr Kaim: What about cotton? China imports huge quantities of cotton from Egypt every year. Is it possible for us to sell cotton as payment for your beef and mutton?

(齐先生: 凯姆先生, 为了欢迎您再次来访, 明天晚上想请您去东来顺吃涮羊肉。您知道, 那是鲜羊肉在开水里一涮就吃。

凯姆: 谢谢。东来顺的涮羊肉名扬四海, 可我一想到涮羊肉就有点头疼。

齐先生: 为什么?

凯姆: 今年我们公司的外汇比较紧张, 从中国进口羊肉的事, 前景不妙。

齐先生: 埃及是我们出口羊肉的大市场, 您不能进口, 我们的损失也很大, 咱们得想个解决问题的办法。

凯姆: 是啊, 我这次正是为了解决这个问题才来的。咱们能不能搞一笔以货易货贸易呢?

齐先生: 当然可以。您想用什么货物来换我们的羊肉呢?

凯姆: 用棉花行吗? 中国每年从埃及进口大量的棉花, 我想用卖棉花的钱来偿还牛羊肉的货款, 您看这样做行吗?)

例(2)

Mr Wang: How do you do, Mr Kollar?

Mr Kollar: How do you do, Mr Wang?

Mr Wang: You've visited some places of interest in Beijing during the last few days, haven't you?

Mr Kollar: Yes, we have seen the Imperial Palace, the Temple of Heaven and the Great Wall. Yesterday, we also paid a visit to the Yanshan Petrochemicals Factory.

Mr Wang: Have you had a pleasant time?

Mr Kollar: Yes, we have. Not only have we had a pleasant time, but also learned something. Especially, when we saw the heavy smoke from the chimney of the petrochemicals factory, as well as the "ever lasting lamp" shining day and night, I got an idea that we should, together with you, build a synthetic fibre works as a joint venture.

Mr Wang: That's great. We will surely try our best to cooperate with you. We have so many favourable conditions to run a joint venture in China, first of all, the support from the government.

Mr Kollar: Yes, China is a big country with a large population, rich resources and a comparatively low level of wages and salary. All these are favourable conditions for us to make an investment.

(王先生: 科拉尔先生,您好!

科拉尔先生:王先生,您好!

王先生: 最近你们在北京参观了不少地方吧?

科拉尔先生:可不,故宫、天坛、长城都去过了。昨天还参观了燕山

石油化工厂。

王先生： 玩得不错吧？

科拉尔先生：不光玩得高兴，收获还不小呢。特别当我看到石油化工厂冒出的黑烟，昼夜长明的天灯，我就想到，应该跟您合资办个合成纤维厂。

王先生： 太好了。我们一定为咱们的合作尽一切努力。要在中国搞合资企业，我们可有很多有利条件。首先是政府的支持。

科拉尔先生：是啊。中国地大物博，人口众多，资源丰富，工资又较低。这些对我们投资都很有利。）

例(3)

Mr George: Oh, What a huge hall! Mr Ho, what's the name of this Hall?

Mr Ho: It is called the Hall of Praying for Harvest. Here was the place for the Emperor to worship Heaven, so naturally it had to be very high.

Mr George: It is comfortable to stand by the Hall and look into the distance. Mr Ho, perhaps you are feeling rather relaxed.

Mr Ho: Don't you have the same feeling? It's great to bring the business to a successful conclusion and sign a contract for \$100,000 M/T of wheat.

Mr George: Because the deal is very important to us. I am still worried about it.

Mr Ho: What's worrying you?

Mr George: You see, when I am back to Australia, I have to quickly get the wheat ready. I must advise the farms of the specifications, and quantity of the wheat in the contract. From time

to time, I need to remind the farms of the importance of punctual delivery and having the wheat analyzed without delay.

Mr Ho: Our delivery term is F. O. B. You don't need to look after the transport.

Mr George: This saves us a lot of efforts. But I still have many things to do.

(乔 治: 嗨! 多高的大殿啊! 何先生, 这叫什么殿?)

何先生: 祈年殿。皇帝祭天的地方, 当然高了。

乔 治: 在这大殿上, 往远处一看, 特别舒服。您大概觉得很轻松。

何先生: 难道您的感觉跟我不一样吗? 现在商谈圆满成功, 签定了 10 万吨小麦的合同, 这可是件大事。

乔 治: 正因为事情大, 所以我还是很担心。

何先生: 您担心什么呢?

乔 治: 您想, 回国后我得赶快备货。我得根据合同规定把小麦的数量和规格通知农场, 我还得不时地提醒他们准时装运和及时检验的重要性。

何先生: 咱们的交货条件是 F. O. B, 运输问题您就省事了。

乔 治: 这方面我们可以省很多事。但是, 别的工作还很多。)

例(4)

LI: Have you been seeing a little of Beijing lately?

GOODWIN: Yesterday we went to the Temple of Heaven.

PARKER: My favorite. Especially, I liked the echo wall, the long walks and the gardens. I could have spent the day there.

GOODWIN: We were only there for an hour. We have had precious little time. Mr. Parker has been visiting a number of corporations and concluded some transactions with "Chinatushu".

And I've had a number of useful talks over at CCPIT. We have been working on expanding our scope of cooperation with China.

LI: Well, I hope we have been able to create a more favourable environment for you. Our new policy of opening to the outside world presents unrivalled opportunities for investment and trading.

GOODWIN: I'm thinking, of course, of joint ventures.

LI: Yes, I know. We discussed it some time ago. The way I see it, a joint venture means, primarily, less taxation and more benefit for investors.

GOODWIN: In what ways?

LI: Well, for one thing, a joint venture means preferential treatment for the investors. It may be allowed a certain reduction or even exemption from income tax in the first five profit making years.

(李 薇: 你们最近在北京看了看吗?)

古德温: 我们昨天去了天坛。

帕 克: 我最喜欢天坛, 特别是回音壁, 还有那些长长的步行道和各种园圃, 让我在那儿呆一整天都行。

古德温: 我们在那儿才呆了一小时。我们的时间太少了点。帕克先生拜访了几家公司, 和中国土畜产进出口总公司做成了几笔生意。我到贸促会去谈了几次, 很有收益。我们一直努力设法扩大与中国的合作范围。

李 薇: 我希望我们已经为你们创造了比过去更良好的环境。我国对外开放的新政策 为投资和贸易创造了再好不过的机会。

古德温: 我在考虑搞合资企业的事。

李 薇:是的,我知道。那些时候咱们谈过这个问题。依我看,搞合资企业,对投资者来说,首先可以少上税,多收益。

古德温:这话怎么讲?

李 薇:举一个例子来说吧。搞合资企业,投资者可以享受到优惠的待遇。合资企业头五个获利年度可以少缴所得税,甚至完全不缴所得税。)

以上的四个例子入题非常自然,例(1)由涮羊肉转入有关用棉花换羊肉的易货贸易。例(2)由北京的冒烟的烟囱转入兴办合资企业的话题。例(3)由轻松的旅游转入令人心事重重的合同。例(4)由旅游转入兴办合资企业。

另外,还可以从介绍己方的生产、经营、财务状况等入题,供给对方一些必要的资料,显示己方雄厚的财力和良好的信誉,坚定对方谈判的信心,表达己方能建立友好的贸易关系的良好愿望。这样的入题也显得自然。如下面的一段话:

It has been a very good year for Sinochem, in fact, a record year in terms of dollar turnover. We have achieved a total turnover of 11 billion in U. S. dollars. All this is possible, of course, because of the correct policy of our government in opening our doors to the outside world and favouring the expansion of foreign trade, particularly the introduction of advanced technology, equipment and foreign investment.

And so we welcome you, our Canadian friends, to cooperate more fully in our work in consolidating the relations between our two countries.

(在过去的一年里,中国化工进出口总公司生意非常兴隆,实际上去年是历史上贸易额最大的一年,达到 110 亿美元。我们之所以能够取得这样的成绩,自然是因为我国政府采取了对外开放的政策,鼓励发展对外贸易,特别是引进先进技术和设备,和外资

的正确政策。因此，加拿大的朋友们，我们欢迎你们进一步与我们合作，巩固我们两国之间的关系。)

2. 谈判阶段

谈判阶段是最重要的阶段。这一阶段的语言特点具有客观性、针对性、逻辑性、说服力、灵活性都很强的特点。语言技巧主要表现在陈述、问答、假设、转折、迂回等方面。

1) 语言的客观性

英语口语谈判语言的客观性是指语言要有事实根据，所提及的情况要真实。具体表现在介绍本单位情况、介绍自己的财务状况和购买力时不要夸张；介绍、陈述自己的产品时要有事实根据；不要漫天要价，确定价格时要有充分理由；确定付款方式时从对方的现实情况出发。试分析下面的例子：

LI: Gentlemen, as usual our discussions proceed quickly and with a maximum of agreement on both sides. I'm very happy with the frank exchange of views. This has led to a much better understanding and will most certainly facilitate our discussions. You have been quick in resolving problems arising from the old contract, and I think it is time to talk about a new supply.

GOODWIN: I am glad to hear it. I feel better now that those problems have been cleared up. I do not want them to stand in the way of our negotiations. Now, just how do you want to proceed? I'm willing to discuss supply in any way you want.

LI: I'd like to hear your proposals.

GOODWIN: All right, let's take it from the top. The market situation