

商务部十三五规划教材  
对外经济贸易英语精品系列教材

# 大学外贸英语

主编 冯祥春 隋思忠

# ENGLISH

*College English for Foreign Trade*

第4版



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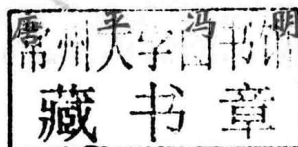
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College English for Foreign Trade  
(The Fourth Edition)

# 大学外贸英语

(第四版)

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## 第四版前言

本书初次问世是在 1986 年，它的出版填补了我国在这类专业书籍方面的空白。经过 29 个春秋，如今本书已成为高校经典教材，受到普遍的欢迎。对于广大师生和读者的厚爱，编者深表感激。

伴随着国际贸易活动的突飞猛进，行业知识也日新月异。进入新世纪之后，新挑战、新思维、新问题不断涌现。为此，我们在本次出版时在内容上做了修改，特意精选了当代最权威的专家学者（包括前美联储主席格林斯潘）和英国广播公司（BBC）以及英国金融时报（Financial Times）等世界知名媒体上的有关国际经贸、金融形势（包括希腊债务危机和欧元区经济形势）以及未来走势的最新文章，以替代一些略嫌陈旧的章节，并根据课文难易程度在章节顺序上做了更科学的调整，使其更加有利于教学和自学。

另外为适应现代多媒体环境下教学和学习的需求，本次修订把原来的《大学外贸英语自学手册》的课文简介（Introduction）并入了课本，制作了新的配套电子教学课件、电子版练习答案、测试题和答案，及课文参考译文和补充阅读译文（Chinese Translations），读者可在相关网址上下载或联系中国商务出版社免费领取（联系电话：010-64269744，邮箱：bjys@cctpress.com），希望新版教材更受读者喜爱。

第四版修订工作主要由冯祥春和孙春立负责完成，同时得到其他原编写人员的积极支持，特此致谢。

本教材的修订和出版得到中国商务出版社特别是李彩娟编辑的大力支持，在此表示衷心感谢。

编者

2017 年 2 月

# 前 言

《大学外贸英语》是为高等院校外贸英语专业学生编写的专业外贸英语教材。

中国加入 WTO 后，对外贸英语专业毕业生的英语水平提出更高的要求，他们在工作中所接触和使用的外贸英语在广度和深度上都将有很大的提高。我们正是从这一基本需要出发，力图编写出适合当今外经贸英语工作者在实际工作中所需要的新教材。

本教材的各课课文和补充阅读均自最新有关外经贸的英语专著、文献和英美经贸报刊中精选出来。这些文章观点新颖、语言优美规范、体裁多样、信息量大、知识性强。文章内容涉及国际贸易、进出口业务、外贸商情、销售学、美国经济、欧盟、跨国公司、国际金融、国际经济合作、国际经贸组织、电子商务、企业管理、中美贸易关系等领域。此书中有相当篇幅是直接 with WTO 及和 WTO 业务有关的文章，因此，本书也可作为学习 WTO 英语的教材。

全书共有 16 课，每课由课文 (Text)、单词表 (New Words)、专有词汇表 (Special Terms)、习语及表达方式 (Idioms and Expressions)、课文注解 (Notes to the Text)、活用词 (Word Study)、练习 (Exercises) 和补充阅读 (Additional Reading) 等 8 个部分组成。课文注解提供了有关专题的背景知识和语言要点介绍；练习形式多样、活泼、实用性强；补充阅读对提高阅读相关题材专业文章的能力、扩充专业词汇、扩大专业知识大有裨益。

本教材还有与之配套的自学手册。自学手册中提供了每课的课文简介、语言要点、课文译文、补充阅读译文和练习答案，并附有测试题。自学手册可作为教师的教学参考材料及学生自学辅

导读物。

本教材曾在多所国内著名外贸院校中使用，收到较好的效果，并得到好评。

本书虽然为编者在多年对外经济贸易实际工作和外贸专业英语教学的基础上编写而成，但限于水平，错误和缺点在所难免，恳请读者予以批评指正。

编者

2002年9月

# CONTENTS 目 录

## Lesson 1

Text: Import and Export ..... ( 1 )

Additional Reading: Shipping, Insurance and Customs ..... ( 13 )

## Lesson 2

Text: International Trade ..... ( 16 )

Additional Reading: Unique Problems in International Trade ..... ( 33 )

## Lesson 3

Text: Letters of Credit ..... ( 37 )

Additional Reading: INCOTERMS 2010 ..... ( 50 )

## Lesson 4

Text: Trade Information ..... ( 56 )

Additional Reading: Trade News ..... ( 69 )

## Lesson 5

Text: Keeping the Customer Satisfied ..... ( 72 )

Additional Reading: Marketing ..... ( 86 )

## Lesson 6

Text: Fortune 500 ..... ( 90 )

Additional Reading: Bill Gates ..... ( 101 )

## Lesson 7

Text: The Spread of CHINA INC ..... ( 106 )

Additional Reading: China and the U. S. .... ( 121 )

## Lesson 8

Text: The European Union ..... ( 126 )

Additional Reading: The Euro ..... ( 141 )

## Lesson 9

Text: Transnational Corporations ..... ( 147 )

Additional Reading: Third World Powerhouses .....	(160)
Lesson 10	
Text: The Balance of International Payments .....	(163)
Additional Reading: The Securities Exchanges .....	(174)
Lesson 11	
Text: Foreign Exchange Trading .....	(177)
Additional Reading: Quarterly Market Report — Global Market Perspective .....	(189)
Lesson 12	
Text: The World Bank and the International Monetary Fund .....	(194)
Additional Reading: The Joint International Venture .....	(205)
Lesson 13	
Text: WTO Agrees on New Round to Open Markets .....	(209)
Additional Reading: WTO and Its Ironies .....	(224)
Lesson 14	
Text: Greece Debt Crisis: Has Grexit Been Avoided .....	(230)
Additional Reading: E-life .....	(243)
Lesson 15	
Text: Germany Fuels Hopes for Eurozone Recovery .....	(246)
Additional Reading: US Needs New Thinking on Global Trade .....	(260)
Lesson 16	
Text: The World in 2030 .....	(265)
Additional Reading: Japan's Stumbling Giants .....	(276)



# Lesson 1

## Introduction

Import and export are the main business in international trade. The text first tells us the benefits produced along with import and export. Descriptions of the quality of merchandise are important in an import or export deal and the lesson tells us how commodities are graded. In this lesson, we can also learn something about spot goods and forward goods. To buy spot goods is to buy for immediate delivery and to buy forward goods is to buy for forward delivery. In order to reduce risk involved in a forward deal, a hedge contract may be made, as is mentioned in the text.

This text gives an account of the various channels for import and export dealings, such as setting up offices abroad, selling to an export merchanting house, appointing foreign agents, or having one's own import-export department.

Lastly, the text lists some of the agents and workers involved in the complex operations of world trade.

## Text

### Import and Export

Each country has to import the articles and commodities it does not itself produce<sup>①</sup>, and it has to earn foreign exchange to pay for them. It does this by exporting its own manufactured articles and surplus raw materials. Thus the import and export trades are two sides of the same coin, and both can have beneficial effects on the home market<sup>②</sup>. Imports create competition for home-produced goods; exporting gives a manufacturer a larger market for his products, so helping to reduce the unit cost<sup>③</sup>. In each case the effect is to keep prices in the home market down.

Raw materials like virgin non-ferrous metals, and some items of produce, such as raw cotton, vegetable oils and wheat, can be accurately graded, and the grades remain the same, year in, year out.<sup>④</sup> These commodities can thus be bought and sold under a standard description and according to standard contract terms developed by the commodity exchanges. There are many such standard descriptions in the produce trade, such as Middling Cotton and First Pressing Castor Oil; in other commodities there are terms like G. O. B. or Good Ordinary Brand, F. A. Q. or Fair Average Quality, and G. M. Q. or Good Merchantable Quality. To the produce importer or exporter these terms have exact meanings, established by associations of dealers, perhaps over several hundred years of trading.

Some commodities, however, like tea and wool and certain spices, cannot be accurately graded because the quality varies from year to year, and from consignment to consignment<sup>⑤</sup>. These have to be sold on a *tale quale* basis. In this case the buyer has to inspect a consignment for himself, or perhaps only a sample, and then make an offer according to his own judgement of the quality.

Dealers in the commodity exchanges can either buy for immediate delivery ( "spot"<sup>⑥</sup> or "cash"<sup>⑦</sup> ), or buy for forward delivery<sup>⑧</sup> in, say, three months' time. Forward delivery is known as a future contract. In the simplest case, when prices are rising, you can buy for immediate delivery and sell forward; then, provided the cost of warehousing and financing is less than the difference between the two prices, you will make a profit. Of course this is not possible when prices are falling.

Manufacturers have to quote firm prices for many months ahead, but they run the risk of having to buy their raw materials in six months' time at a price higher than that on which they based today's selling price. But they cannot afford to take immediate delivery of all the raw materials they will require over the next six months. It would lock up too much finance, and they would be at a disadvantage if the raw material price fell, and their competitors bought at the lower price. So they go in for hedging<sup>⑨</sup> operations on the Commodity Exchanges.

A hedge contract involves buying or selling forward. It cannot guarantee a manufacturer against loss, but it can restrict his loss within very narrow limits by averaging out the cost of his raw materials for many months ahead. In other words, it insures him against violent fluctuations in the price of his raw materials.

The prices of raw materials and produce change every day, so offers are usually only firm for about twenty-four hours.<sup>⑩</sup> The prices of manufactured goods, on the other hand, remain unchanged, as a rule, for weeks or months. So buyers can place orders on the basis of a manufacturer's printed price list.

There are many ways of selling manufactured goods to foreign buyers. A manufacturer may sell direct to wholesalers and maintain his own travelling representatives, or set up his own offices or companies abroad. Alternatively, he may sell to an export merchanting house; in this case there is little financial risk for the producer, since the merchant acts as a principal and pays for the goods himself. A third possibility is for the manufacturer to appoint foreign agents, who will work on commission and may be stockist<sup>⑪</sup>. In this case goods may be sent on consignment, unsold, and the agent is expected to obtain the best price available; but this practice is more common with produce exports.

A firm order is often called an indent, and there is a special type of commission agent called an indent house. A buyer either places a closed indent, which names the supplier, or an open indent, which leaves the choice of supplier to the agent. The indent agent takes a commission on the value of his purchase, and this will of course be higher if he acts as a confirming house<sup>⑫</sup> and takes the *del credere* risk.

Large firms, like the manufacturers of motor vehicles, computers and heavy electrical equipment, will usually have their own import-export departments. Smaller firms, on the other hand, may find it cheaper to buy and sell through merchanting houses. Such merchants often trade in a wide variety of raw materials and manufactured goods, though each firm will probably have its own specialities. It will also have its own offices, associates or agents in the countries with which it trades, and a long experience of dealing with the many categories of people involved in import-export.

Clearing and forwarding agents<sup>⑬</sup> handle all the details of transporting cargo: packing, weighing and marking, making customs entries, and the many dock services entailed in loading and unloading.

Advertising agents, helped by the reports of market researchers, promote the products of their clients; commercial attaches and other government officials promote the products of their countries.

Seamen, dockers, bank officials and customs officers, not to mention all the workers who actually grow, mine and manufacture the commodities that are exported, are all involved in the complex operations of world trade.

(From *Import/Export* by Philip Bedford Robinson)

### New Words:

merchanting *n.* 商业, 贸易  
 fluctuation *n.* 波动  
 firm *a.* 坚挺的, 确定的  
 maintain *v.* 保持  
 alternatively *ad.* 两者挑一, 或者...  
 motor vehicle 机动车, 汽车  
 computer *n.* 计算机  
 electrical equipment 电器设备  
 speciality *n.* 专业  
 category *n.* 范围, 类别  
 dock *n.* 码头  
 entail *v.* 必需, 使承担

surplus *a.* 剩余的  
 raw material 原料  
 coin *n.* 钱币, 硬币  
 beneficial *a.* 有益的  
 effect *n.* 效果, 作用  
 virgin *a.* 未开发的, 原生的  
 non-ferrous metal 有色金属  
 virgin non-ferrous metal 原生有色金属  
 grade *n.* 级别  
 spice *n.* 香料  
 risk *n.* 危险  
 lock *v.* 锁住

### Special Terms:

foreign exchange 外汇  
 home market 国内市场  
 unit cost 单位成本  
 standard contract terms 标准合同条款  
 commodity exchange 商品交易所  
 middling cotton 中级棉  
 first pressing castor oil 首次压榨蓖麻  
 籽油  
 Good Ordinary Brand (G. O. B.) 中  
 等可销品牌  
 Fair Average Quality (F. A. Q.) 良  
 好平均品质 (大路货)

Good Merchantable Quality (G. M. Q.)  
 上好可销品质  
 association of dealers 经销商协会  
 consignment 一批货  
 on a tale quale basis 按照样品  
 immediate delivery ("spot" or "cash")  
 即刻交货 (现货)  
 forward delivery 远期交货 (期货)  
 future contract 期货合同  
 sell forward 卖期货  
 cost of warehousing 仓储费用  
 cost of financing 融资费用

firm price 实盘价	indent house 进口订货行
hedge 海琴, 买卖期货	closed indent 闭口订货单, 限定订单
hedging operation 套头交易	open indent 开口订货单, 非限定订单
offer 报盘	confirming house 保付商行
place an order 下订单	del credere risk 信用担保风险
price list 价格表	associate 合伙人
wholesaler 批发商	clearing agent 报关代理行
retailer 零售商	forwarding agent 运输代理行
export merchandising house 出口商行	loading and unloading 装卸
principal 货主	market researcher 市场调研员
agent 代理	client 顾客
commission 佣金	commercial attache 商务专员
stockist 存货待售的商行	

### Idioms and Expressions:

to run the risk of 冒...险  
to go in for 从事

as a rule 一般地, 通常  
to be involved in 参加, 参与

### Notes to the Text:

① to import the articles and commodities it does not itself produce 进口它自己不生产的货物和商品

这里 articles 通常指 manufactured articles (制成品)。commodities 一般是指 primary commodities (初级产品, 指原料或农产品)。

② home market 国内市场

还可说 domestic market, internal market。

试比较国外市场: overseas market, external market, foreign market

③ unit cost 单位成本

大规模生产中一单位数量货物的成本; 一般说来, 某一项货物其生产数量越大, 则单位成本越低。

④ year in, year out 年复一年

又如: day in, (and) day out 日复一日, 一天天地

⑤ the quality varies from year to year, and from consignment to consignment. 各年的质量不相同, 各批货的质量也不一样。

\* consignment 在这里做“装运的货物”解, 它和 shipment 同义。又如:  
We have received the captioned shipment (consignment) ex S. S. "East Wind".  
我们已收到由“东风”轮运来的标题货物。

但是 consignment 还可做“寄售”和“寄售的货物”解, 而 shipment 没有这个意思。例如: We will ship the goods on consignment. 我们将此货运去寄售。

\* shipment 除做“装运的货物”解, 还有“装运”和“装运的期限”等意, 此时不能用 consignment 代替。例如:

Please arrange shipment immediately. 请即安排装运。

Please extend shipment 30 days. 请延长装运期 30 天。

⑥ spot 现货, 也可说 spot goods 或 spot stock, 如:

These are spot goods, which can be shipped promptly after order.

这些是现货, 订购后可立即装运。

在此句中, spot 做“立即交货”解。

⑦ cash 现金交易

cash 一般做“现金”或“货币”解, 在此句中的意思是“当场付款立即交货”(现金交易), 它和 spot 同义。

⑧ buy for forward delivery 买远期货, 即在将来某一日期交货, 而不是立即交货。还可说: buy forward, buy futures 买远期货

sell forward, sell futures 卖远期货

⑨ hedge 海琴, 套头交易, 保值性的期货交易

指商品交易所的期货买卖合同, 即在买进一种商品的同时, 卖出同一商品同数量的期货 (hedge selling 卖期保值); 或者在卖出一种商品的同时, 买进同一商品同数量的期货 (hedge buying 买期保值)。这样, 可免受因今后商品价格有大幅度涨落而造成的损失。

\* hedge 还可做动词“避免”讲, 如:

More and more food companies used commodities futures to hedge against sudden change in the value of their materials. 为了防止原料价格突然有变化, 越来越多的食品公司进行期货保值交易以避免损失。

⑩ The prices of raw materials and produce change every day, so offers are usually firm for about twenty-four hours. 原料和农产品价格每天都在变化, 所以报价有效期一般约为 24 小时。

有效报价称为 firm offer (实盘), 如果在规定的时间内收到对方接受此报价的表示, 则报价人必须履行所承担的责任。

⑪ stockist 有存货待售的商行

这是指以特别折扣 (extra discount) 或以其他的买货条件买进某制造商的一定量的商品以待销售的商行。

⑫ confirming house 保付商行

在买方发生违约的情况时, 保证向供货商付款的购货代理行。

⑬ clearing and forwarding agents 报关和运输代理行

专门从事货物的包装、刷唛头、发运、接收、雇佣码头劳务、办理报关手续、安排运输等工作的企业。

## Word Study

### NEGOTIATE

negotiate *vt. & vi.*

1. 谈判, 磋商 (talk in order to come to an agreement)

We are negotiating for (on, over) the sale of jade carving with a prospective buyer.

We have negotiated them into making concessions.

2. 议付

Please amend the L/C as requested, otherwise we cannot negotiate the draft.

The above specified documents will be truly honored if negotiated on or before December 15.

negotiation *n.*

1. 谈判

The problem is still under negotiation.

The negotiations have been conducted throughout in English.

2. 议付

We surrendered a clean bill of lading for the negotiation of payment.

negotiable *a.*

1. 可商议的

Since this dispute is not negotiable, it is necessary to resort to arbitration.

2. 可议付的, 可转让的

If the shipper endorses the bill of lading in blank, the document becomes a negotiable instrument.

## CONTRACT

contract *n.*

We concluded a contract after long negotiations.

We are under contract to open an L/C, failing which it will mean a serious loss to us.

\* verbs used with "contract": to draw up (make, accept, abide by, amend, cancel, break, repeal, execute, carry out, effect, fulfill, sign, terminate) a contract

contract *v.*

They have contracted with the ABC Company for two tons of black tea.

For the time being, we are not going to contract for any further business.

The City Council has contracted with Smith Company for the new theatre.

We shall effect shipment as contracted.

## PAY

pay *v.*

1. 付 (give sb. money for goods or services)

How much should I pay for it?

You may pay by instalments.

We trust you will pay our draft on presentation.

2. 合算, 有利 (produce a profit, an advantage)

It pays to advertise.

Publishing is a paying business.

pay *n.* 工资, 酬劳 (money earned by...or given to)

I draw my pay on the 5th every month.

equal pay for equal work 同工同酬

payment *n.*

1. 支付 (the act of paying)

payment terms 支付条件

The payment of wages (debts, taxes, rates) must not be delayed.

We cannot accept payment "cash against documents".

2. 付款 (the money paid)

They have received the down payment of \$ 44,000.



payable *a.* 可支付的, 应付的

a draft payable at sight

Please remit the amount payable by T/T.

## SHIP

ship *n.* 船

ship *v.* 装船, 装运 (to cause to be transported by sea, in U. S. also by rail, road and air)

We expect to ship the goods by S. S. "Peace" next week.

Can you ship the goods by the first available steamer next month?

Can we short-ship (over-ship) 20 tons?

shipment *n.*

1. 装运 (the act of putting goods on a ship)

port of shipment 装运港

These goods are ready for shipment.

Partial shipment is (not) allowed.

2. 船货, 到货 (goods being carried by ship)

We have inspected the shipment ex S. S. "Friendship".

Our customers are satisfied with your last shipment.

There is an over (under)-shipment of 20 tons.

3. 装船期限 (time for shipping)

Please extend shipment 20 days.

shipping *n.* 海运

shipping instruction 装船须知

shipping advice 装船通知

shipping documents 装运单据

shipping space 舱位

shipper *n.* 发货人, 托运人

## Exercises

### I. Answer the following questions:

1. How does a country earn foreign exchange?
2. Do the import and export trades have beneficial effects on the home market?  
Why?