

实用英语会话系列

# 实用外贸英语 会话精编

Practical  
Spoken-  
English  
Series

天津科技翻译出版公司

实用英语会话系列

# 实用外贸英语会话精编

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天津科技翻译出版公司

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## 内 容 提 要

本书共分 20 单元。每单元由课文指南、课文及对话注释、词语精萃、背景知识、对话练习六部分组成。为了便于读者学习并掌握课文及对话内容,我们为每单元的课文及对话练习配备了汉语译文附在书后。本书还附有四个附录,内容包括外贸业务中的常用缩写、世界重要港口、中国进出口业务的主要专业进出口公司及其他机构和世界重要银行等。

本书内容涉及外贸业务的各个方面,如建立业务联系、报价、装船直到索赔等。

# CONTENTS

Unit 1	Establishing Trade Relation .....	1
Unit 2	Marketing .....	12
Unit 3	Inquiries .....	24
Unit 4	Offer .....	34
Unit 5	Placing an Order .....	45
Unit 6	Packing .....	56
Unit 7	Quality .....	69
Unit 8	On Price .....	79
Unit 9	On Terms of Payment (1) .....	89
Unit 10	On Terms of Payment (2) .....	100
Unit 11	Shipment (1) .....	113
Unit 12	Shipment (2) .....	124
Unit 13	Insurance 2月 97-921 .....	136
Unit 14	Agency .....	147
Unit 15	Commission 2月 97-951 .....	160
Unit 16	Concluding a Contract .....	168
Unit 17	Claim (1) .....	170
Unit 18	Claim (2) .....	192
Unit 19	Arbitration .....	203
Unit 20	Compensation Trade .....	214
Chinese Translation of the Texts and the Practice Dialogues		
Appendix 1	.....	304
Appendix 2	.....	312
Appendix 3	.....	315
Appendix 4	.....	319

## Unit 1

# Establishing Trade Relation

### 课文指南

建立业务联系, 可以通过信函联系, 也可以双方直接接触, 了解商品的种类、形式、价格等信息。

### 课文

The following conversation is between Mr Gatty, an importer from Britain, and Mr Dong, a director of Liming Foodstuffs factory. Mr Gatty is visiting the sample room of the company and Mr Dong is accompanying with him.

Mr Dong: Here is our sample room.

Mr Gatty: You certainly have got a large collection of sample foodstuffs here.

Mr Dong: Yes. We are exporting a wide range of foodstuffs to many countries. And the demand is getting greater and greater.

Mr Gatty: So it is. Though we haven't done business with you, as you know, your exports of foodstuffs to our country have considerably increased during the last few years. It appears that Chinese foodstuffs are very attractive.

Mr Dong: You said it. The quality of ours is as good as that of many other suppliers, while our prices are not high as theirs. By the way, which items are you interested in?

Mr Gatty: Canned goods are of special interest to me, particularly the canned fruit and meat. As your canned fruit is among the most popular ones in our market, I'm going to place an order in a day or two.

Mr Dong: Good. How about our canned meat?

Mr Gatty: I think it will also find a good market in our country. Will you show me some samples?

Mr Dong: Yes. This way, please. Our canned meat is in various weights. The largest one weighs three and a half pounds net, the smallest seven ounces net.

Mr Gatty: The small sizes are more saleable in our market than the large ones. I've brought with me a sample of canned meat, which is only six ounces. The smallest size of yours is even bigger than that of mine. I wonder if your canned meat tastes better.

Mr Dong: You are welcome to have a try. Here it is. Ours is of prime quality.

Mr Gatty: Oh, it's delicious. Mm... I'm not sure about the pesticide residues in your foodstuffs, though. I'm sure, you must have given much thought to the matter. But you know, our governmental restrictions have been getting more and more tight, so we

are not allowed to import any polluted goods.

Mr Dong: You can rest assured. Our foodstuffs are guaranteed to conform to the WHO standards.

Mr Gatty: Good. I'd like to order meat of this kind in seven-ounce tins if the price is competitive.

Mr Dong: What about other canned goods, such as canned mushrooms and vegetables?

Mr Gatty: They are not as saleable as canned fruit, I suppose.

Mr Dong: Mm, no, I really don't think that is so. They are also among our major exports and have found a favourable reception in many other countries.

Mr Gatty: Then, may I have a look at the samples first?

Mr Dong: Certainly. Here you are.

Mr Gatty: Ah, very nice indeed. But I am not sure whether they are to the taste of our people. What would you say to my taking some samples home before I make a decision?

Mr Dong: That's all right.

Mr Gatty: Well, I have an appointment at 4:00. Shall we talk the details over tomorrow morning?

Mr Dong: OK. See you tomorrow.

Mr Gatty: Goodbye.

### 对话注释

1. sample ['sɑ:mpl] 样品



2. sample room 样品间
3. a large collection 一大批, 许多(收集物)
4. foodstuff ['fudstʌf] 食品
5. attractive [ə'træktiv] 有吸引力的
6. You said it. 你说得对。
7. item ['aɪtəm] 商品
8. a day or two 一两天

The goods is going to be dispatched in a day or two.

一两天内, 货物就要送走了。

9. find a good market 畅销

Chinese silk piece goods have found a good market abroad.

中国丝绸在国外很畅销。

10. net [net] 净重

11. saleable ['seɪləbl] 畅销的

12. I wonder if... 我想知道, 表示一种疑问的语气。

I wonder if we can pay the goods by D/P or D/A instead of L/C.

我想知道, 我们是否能用承兑交单或付款交单而不是信用证来支付。

13. prime quality 优质的

14. pesticide residue 农药残留

15. to give much thought to 对……给予充分重视

Our government has given much thought to the exportation.

我国政府对出口非常重视。

16. tight ['taɪt] 严格的

17. You can rest assured. 你可放心。

18. conform to 符合

We are always improving our design and patterns to conform to the world market.

我们一直在提高我们产品的设计水平,以满足世界市场的要求。

...O standard 世界卫生组织(颁布)的标准

20. to the taste of sb. 适合某人口味,也指产品适销某地。

This new product is to the taste of European market.

这种新产品在欧洲受欢迎。

21. What would you say to doing sth. 你认为如何,通常用来征求对方意见。

What would you say to talking about the payment terms after we finish the talk of price?

在讨论完价格后,我们就讨论支付条件,你认为如何?

22. We are exporting a wide range of foodstuffs to many countries.

我们向许多国家出口各种食品。

23. The quality of ours is as good as that of many other suppliers, while our prices are not so high as theirs.

我们产品的质量同其他供应商的一样好,而价格却不如他们的高。

24. Canned goods are of special interest to me.

我们对罐头食品非常感兴趣。

25. I think it will also find a good market in our country.

我认为它会在我国市场上畅销。

26. I wonder if your canned meat tastes better.

我想知道你们的肉罐头的味道是不是更好。

27. Our governmental restrictions have been getting more and more tight.

我国政府的规定越来越严格。

28. Our foodstuffs are guaranteed to conform to the WHO standards.

我们的食品保证符合世界卫生组织颁布的标准。

29. What would you say to my taking some sample home before I make a decision?

在我作出决定以前,我带一些样品回去,你认为如何?

30. Shall we talk the details over tomorrow?

我们明天再讨论细节,好吗?

### 词语精萃

1. So it is. 确实如此。在对对方的意见表示认可时,还可用下列说法:

—The demand is getting more and more.

需求越来越旺。

—You said it. 你说得对。

—Yes, I quite agree with you.

我同意你的意见。

—I think so. 我也这么想。

—That's just what I was going to say.

那正是我想说的。

—You're quite right. 你是对的。

2. 在表示对对方不同意见时,

—They are not as saleable as canned fruit, I suppose.

我认为它们不如水果罐头好销。

—Oh, no, I don't think so.

不,我不这么想。

—No, I don't agree with you.

我不同意你的意见。

—Oh, no, that's where we differ.

那正是我们有分歧的地方。

—I can't say I agree with you.

我不能说我同意。

—I don't think you are right there.

我认为在那一点你不对。

3. What about our canned meat?

对我们的肉罐头有何看法?

What about... 可用来表示征求对方意见,类似的还有:

What about the price?

对价格有何看法?

What do you think of the payment terms?

对支付条件你有何看法?

How do you feel like the quality of our products?

你觉得我们产品的质量怎么样?

What about... 还可用来表达自己的建议,引出一个尚未讨论的话题。

What about having a look at sample first?

先看一看样品吧？

What about having a try?

何不试一试？

What about placing a trial order?

何不先试订货？

类似表达建议的方法还有：

Shall we go to the sample room?

让我们去样品室，好吗？

What do you say to going on our talks tomorrow?

我们明天继续谈，你认为如何？

4. You said it. 你说得一点不错。可用来表示赞同别人的意见，含义是他人说话正说在点子上，自己完全同意。

—Fine quality as well as low price will help push the sales of your products.

—You said it.

—优良的质量和较低的价格有助于推产品。

—你说得完全正确。

—Lack of commercial integrity often leads to ruin of business.

—You said it.

—缺乏商业信誉通常导致生意失败。

—你说得对。

## 背景知识

在国际贸易中，进口商与出口商不在同一个国家，相距千

里,了解对方的情况非常不容易。但仍有一些渠道可以使进出口商互相了解。

〈1〉国外银行可以提供有关当地出口商的资料,如公司的名称和地址等。

〈2〉西方国家几乎每个城市都有一个商会。商会的成员就是当地的商人和企业主等。商会的任务就是搜集信息和为其成员介绍新的业务机会。

〈3〉也可在驻在国使领馆的商务参赞处了解派出国的有关商业资料。

〈4〉可以阅读报纸广告,发现潜在客户。

〈5〉也可以经朋友介绍结识新公司。

〈6〉我国每年都定期举办的交易会,如广州交易会、昆明交易会等。会上往往有大量外商参加。这也是一个了解认识外商的好途径。

获得了客商的资料后,可以通过信件、电传、电报等方式向对方直接联系、索取有关资料。也可以直接到对方企业,亲自了解客户的产品品种和规格,了解产品的价格,从而获得亲身体验。

## 对话练习

### Dialogue 1

Zhang: Would you like to have a look at our showroom, Mr Oliver?

Oliver: I'd love to.

Zhang: This way, please.

Oliver: Thank you. How beautiful!

Zhang: Where shall we start?

Oliver: It would take hours if I really look at everything.

Zhang: You may be interested in only some of the items.

Let's look at those.

Oliver: Good idea! I can just have a glance at the rest.

Zhang: By the way, Mr Oliver, how long have you been in this business?

Oliver: I've been in textiles for more than 20 years, but the company has been in business since 1935.

Zhang: No wonder you're so experienced.

Oliver: Textile business has become more difficult since the competition grew.

Zhang: That's true.

Oliver: Do you have a catalogue or something that tells me about your company?

Zhang: Yes. I'll get you some later.

Oliver: Thanks. When can we work out a deal?

Zhang: Would tomorrow be convenient?

Oliver: Yes, that'll be fine.

## Dialogue 2

Adison: Excuse me, could you tell me where I can order electrical appliances?

Xu: This line. We'll be glad to take your order. Here's my card.

Adison: Thanks. Here's my card. I'm Adison form ABC Trading Co. Ltd. We import electronics and transistors.

Xu: Please have a look at our samples.

Adison: Your development of electronic products has been remarkable.

Xu: Yes, our research has had good results.

Adison: Do you produce video tape recorders?

Xu: Yes.

Adison: What's that? Is it a television set?

Xu: No. That's a television phone. It's still experimental.

Adison: What's the problem?

Xu: We have to solve the problem of using ultrahigh frequency waves at around one thousand hertz.

Adison: I see.

Xu: I've forgotten to ask you what products you're interested in.

Adison: I think I've already seen some items we'd like to order although I'd still like to study them a bit further.

Xu: OK, go ahead.

Adison: I'll probably be able to let you know tomorrow.

Xu: I'll be expecting you tomorrow morning, say, at nine.

Adison: Tomorrow at nine, perfect.



## Unit 2

### Marketing

#### 课文指南

生产出新产品后,如何打开销路呢?请看本文的马先生是如何向布朗先生推销名牌“凤凰”跑车的。

#### 课文

Multiple Speed Racing Bicycles are a new product. China National Light Industrial Products Import & Export Corporation wants to open up a new market abroad for them. Here, Mr Ma of the Export Department is trying to push the sale with Mr Brown, a representative from an American firm.

Mr Brown: Mr Ma, I saw your racing bicycles over there.  
They really look smart.

Mr Ma: You said it. They are the new models of our name brand “Phoenix” racing bicycles, a lot lighter than the other ones. A great favourite with the young people abroad.

Mr Brown: How much do they weigh?

Mr Ma: Those made from all steel have a net weight of around 17.5 kilos, and those of light aluminium alloy about 16 kilos only.