

国际商贸

国际商贸英语系列

GUOJI SHANGMAO YINGYU XILIE

GUOJI SHANGMAO JINGCHUKOU SHIWU YINGYU

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CHUBANSHE

# 进出口实务英语

● 秦志云 罗国梁 著



华东理工大学出版社

**ENGLISH FOR CURRENT INTERNATIONAL  
TRADE PRACTICE**

**国际商贸进出口实务英语**

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## 前 言

随着我国对外开放和对外贸易体制改革的深入，我国的对外经济事业有了极大的发展，外贸业务活动日益频繁，从事对外经贸的工作人员也越来越多。因此，人们渴求掌握外语的愿望也愈来愈强烈。在众多外国语种中，英语几乎成了一种“国际语言”，它作为国际商贸活动的一种必备工具，日益受到人们的重视。说它是“敲门砖”，一点也不过份。

然而，纵观我们的国际贸易与实务教学，几乎都与英语脱节。因此，许多业务员在与外商谈判时，总觉得缺少些什么，许许多多专业性词汇挤不出来，即使知道一些，也不知如何表达；想引用某个国际惯例，却不知道英语如何表达，因而出现了一幕幕令人尴尬的场面。特别是，近年来的外销员考试中，英语的比重越来越大。有鉴于此，作者认为，适当进行国际贸易的英语教学势在必行。作为开始，在英语教学中插入汉语解释，进行“双语式”教学，必将有益于社会，有利于外经贸事业的发展，本书正是为填补这一空缺而作。本书在出版之前已在学生中试教多年，不论是哪一类型的学生都认为，学完此课程后，受益匪浅，增强了外贸实践的信心，因而觉得非常有必要学习这一课程。

本书内容新颖，具有以下特点：

一、通俗易懂。为照顾到英语基础较差的读者，本书各章节题目都加注了汉语，使读者对本章内容有一基本了解；每章之后还配备有语言点，其中有词汇、重点语句的例释，让您轻松学完并掌握每章所学内容。

二、学以致用。本书每章之后配备有专项练习，并配有针对性的案例分析。在您学完一章之后，您可以应用所学知识，去分析解决案例中所提问题，使您不至于理论与实践脱节，增加了您的实践应用机会，从而，更好地掌握所学知识。

三、口笔兼顾。每章之后都备有10~12个谈判常用表达法，您可以随意挑选适合各种场合的谈判用语。而且，这些语句来自于实

践，都是经过千锤百炼，在谈判和书信往来中都会应用得到。在每章后的练习中还配有情景谈判练习，让您从理论走向实践，增加您的实战机会。

四、内容精炼，操作性强。本书集中精讲了外贸实践中的具体操作环节，并有与之相关的国际惯例佐证。在书后的附录中，还配有信用证项下主要单据样本，在学习时，读者可以与之相结合，增强实践运用能力，从而完全掌握外贸实践中之主要环节。

五、每个练习都配有参考答案，即使对案例分析，答案中也有详尽的论述，使您学后能运用自如，在真枪实战中也不至于不知所措，并能借鉴前人之经验，在商海中百战不殆。在书的附录中还特地附上近三年全国外销员考题及参考答案，供您做最后的实战演习。

本书共分为四大部分：第一部分是“合同的磋商与谈判”，叙述了合同谈判与磋商的具体步骤和谈判的技巧及应注意的问题。第二部分是“合同的达成”，讲述了如何才算达成了合同。第三部分是“合同的主要条款分析”，详细叙述了合同各条款中应注意的问题。第四部分为“合同的履行”，详细讲述了合同履行的步骤及每一步骤中应注意的问题。每一章节不仅讲解实务中的具体做法及应注意的问题，而且引用权威著述、国际公约、国际惯例与某些应注意的法律规则，让您对一个问题有透彻了解，学后能运用自如。每章后附有关键词汇并配备练习，读后您会胸有成竹、信心百倍地步入谈判桌，完成整个合同的磋商。因此，本书既可作为大中专院校外贸专业及研究生英语教材，也可作为广大外贸工作者重要的自学参考书，作者也想借此机会把本书推荐给参加外销员考试的广大莘莘学子，您学完此书，再去做外贸业务及外贸英语试题，会觉得容易得多了。

本书系华东理工大学经贸英语系秦志云老师与上海对外贸易学院国际商务外语学院罗国梁教授合作的成果。全书由罗国梁教授进行了精心校正和修改，语言不仅庄重而且流畅自然，读来朗朗上口，内容丰富实用，可谓情文并茂，填补了国内用英语进行外贸教学的空白。

本书在著作过程中，还得到了上海对外贸易学院国际商务外语学院张春铨副教授、国际经法学院邓旭老师、华东理工大学商学院副院长严诚忠副教授的鼓励和帮助，同时还得到了华东理工大学出版社杜滨女士的大力支持，作者的亲人刘明霞和闵培珍女士也籍与了很大帮助，借此特表衷心谢意。

著 者

一九九七年十月

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## 内 容 提 要

这是一本实用型的综合英语教材,旨在帮助具有初级以上英语水平并具备一定的外贸知识的学员,提高应用外贸英语于各种场合的能力,特别是对从事外贸行业的外销人员,该书可以使他们更好地将英语应用于对外书面及口头交流。该书的素材曾在华东理工大学外贸英语专业学生中试用多次,获得成功。其内容丰富,取材新颖,填补了外贸英语教学中的一个空白。该书既有理论,又有相关的练习、案例佐证,趣味性强,学起来轻松自如。全书共分四大部分十六章,每章的练习均附参考答案,在附录中还配有近三年全国外销员《外贸英语》试题及参考答案,并配有《联合国国际货物销售合同公约》的英文本。

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## **General Introduction**

### **(概 述)**

#### **I. Foreign Trade**

Foreign Trade, or international trade, is involved in the exchange of commodities, including the exchange of labour and technology between one country or district and another country or district. It is composed of import and export business, mainly concerned with the import and export of commodities between countries. Strictly speaking, foreign trade studies primarily imports and exports of one country; whereas international trade explores the imports and exports of all the countries in the world.

Foreign Trade is of cardinal importance to a country in that it enables a country to dispose of what it has in abundance and take in what it needs most. In other words, Foreign Trade enables two trading countries to promote understanding, increase prosperity and build up goodwill through business conducted on the basis of equality and mutual benefit.

**Exports** from a country are products produced in that country and sold in another. **Imports** into a country are products that are sold there but were produced in another country. A country that exports more than it imports has a favorable balance of trade, or a surplus. When a country imports more than it exports, it has an unfavorable balance of trade, or a deficit.



**International Trade** International Trade is necessary in much the same way as trade within a country: by expanding the market, international trade makes possible more specialization, lower costs, and greater variety.

What determines what products a country specializes in? This is one of the oldest questions of international trade. Economists answer that a country chooses to import and export certain goods on the basis of comparative advantage.

A country is said to have a comparative advantage in goods that it can make at relatively low costs. Suppose that in Mexico it costs the same amount to produce 200 barrels of oil as to produce one personal computer. In the United States, the cost of making such a computer amounts to the production of merely 100 barrels of oil. Compared with the cost of oil, computers can be made far more cheaply in the United States. Conversely, oil can be produced at a much lower cost in Mexico. It follows, therefore, that it pays for Mexico to get computers more cheaply by importing them rather than by making them at home. And of course, it goes the other way round with the United States in the case of oil.

Trade based on the concept of comparative advantage leads to specialization. For example, oil provides a good export opportunity for Mexico. That natural gift attracts capital to oil exploration, provides jobs for workers in the oil industry, and creates easy money for Mexico. A Mexican computer maker, however, would face stiff competition from American firms. By leaving the United States to specialize in computers, Mexico manufacturers can obtain better computers at a lower price.