

Step-by-Step Guide to Your Success

INTERNATIONAL BUSINESS ENGLISH

国际贸易英语

郅军 编著



Includes
Whole
Business
Process
and
E-commerce



中国海洋大学出版社
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· 青岛 ·

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交换被认为是人类区别于其他动物的双赢行为模式。它替代战争(暴力)成为推动人类文明进步的巨大动力。交换创造价值,市场仅仅是交换的场所或媒介。当交换的空间扩展到大洋之间时,它所产生的财富效应便彻底改变了世界的格局和历史演变的进程。无一例外,每一个曾经或正在称雄世界的大国在国际贸易(现在还包括资本流动)中同样是领导者。中国在国际贸易中的地位和影响的式微还是近代的事。但改革开放以来不过短短的二十多年,我们似乎看到了“王者归来”的迹象。2004年修改后的《对外贸易法》可以说是建国以来最具历史进步意义的法规之一。它一方面表明我国政府履行了加入WTO的核心承诺,更重要的是,从事国际贸易这种天赋人权重新回归到每一个自然人,这为中国参与资源在全球范围的流动和配置注入了持久稳定的推动力,同时,它也激发了更多的人学习和掌握国际商务英语这种跨境交易活动的国际语言的兴趣。

进入二十一世纪,有两种变化给国际贸易带来了革命性的影响:全球化在物流、信息流和资本流的混合作用下更趋加速的趋势;互联网不仅创造了全新的交易平台,而且它对人们消费形态、购买方式和消费理念的改变目前还是冰山一角。这些变化也必然对国际商务的主要沟通和交流的语言模式带来不可估量的影响。

在全球化和网络化大趋势的背景下,本书除考虑教材的



完整性、规范性和连续性之外,还力求体现“实”、“新”、“活”三大特色。“实”,本书立足于国际贸易的实际操作,从给外商的第一封邮件开始,沿着业务磋商、合同签订到订单执行的流程,采用大量的实际范例,旨在建立典型、规范的语言库。这不仅是专业必需,也是一种文化渗透。“新”,本书对国际贸易网上交易的方式给予了足够的重视,从 E-MAIL 的书写要求到 B2C 的交易模式均有涉及,这部分的内容对学生能更快地适应网络时代的交易活动的意义自不待言。“活”,语言是鲜活的,在表达上愈来愈趋于口语化和简单化,另外,在同一情形下,由于同客户的关系和交流的方式的差异,表达的多样式要求教材提供多种解决方案使学生在未来的工作环境中能从容应对,游刃有余。本书在这方面也有积极的尝试。

本书包括 15 个单元:寻找贸易机会、询盘与报盘、还盘,价格,数量,规格,包装,装运,支付,保险,成交,商品检验,索赔,代理,网上交易。每一单元内容包括:简介、信函、对话、注释、实训、综合练习、常用句式、相关术语和补充短文。在编写过程中,借鉴了国内外许多专家、学者的意见,并参考了许多教材、专著和网站资料,在此一并表示感谢。限于水平,不足之处恳请同行及读者批评和指正。

郅 军

2007 年 7 月

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Unit 1

Seeking Business Opportunity

■ Brief Introduction

The purpose of seeking business opportunity is to set up business connections between two firms who have never dealt with each other before. In international trade, for developing business, foreign merchants may approach each other through the following channels:

- (1) Web
- (2) Banks
- (3) Commercial Counselor's Office
- (4) Chambers of Commerce
- (5) Trade Directory
- (6) Advertisements
- (7) Attendance at trade fairs and exhibitions held at home and abroad
- (8) Mutual visits by trade delegations and group, etc.

Having obtained some general information, the two parties should investigate all possible information of their prospective partners, especially financial position and business integrity, which may be carried out before the material consultation by face-to-face talks, written communication, consulting the third party, such as banks, old customers, chambers of commerce, inquiry agencies, etc. As usual practice, the first transaction dealers, especially importers, would be required to provide their own banks or trading partners with credit reference.

物色新的贸易对象,实际上就是建立新的业务关系,是业务开始和发展的基础。在物色新的贸易对象前,应对市场进行调查。一般情况下,通过网络、银行、商务参赞处、商会、贸易指南、广告、国内外展会、互访等各种渠道,了解对方信息,摸清对方的资金信用、经营能力和业务范围等重要条件,然后再进行实质性的业务商讨。贸易双方只有在相互了解、彼此信赖的基础上,才能进行积极的合作,并使双方贸易活动得以顺利地开展。



■ Specimen Letters

(1)

Dear Sirs,

From the advertisement in your web site, we have learned that you are a major supplier of tablecloths. Specialized in the import and distribution of various tablecloths, we would like to establish trade relations with you.

We wish to inform you that we have been doing business in this particular line for over 20 years and have wide connections with buyers of tablecloths throughout our country. It will be grateful if you forward us your latest catalogue along with specifications and details of your trade terms.

Awaiting your early reply.

Yours faithfully,

敬启者：

从网站的广告中获悉你公司是桌布的主要供应商。我们专营各种桌布的进口和分销，希望与你方建立贸易关系。

我们经营这一产品 20 余年，与国内各地客户均有广泛的联系。如蒙提供带有规格的最新目录和贸易条款详情，将不胜感谢。

盼复。

谨上

(2)

Dear Sirs,

We owe your name and address to our partner Champion Tannery Co., Ltd. who informed us that you are in need of Chinese leather gloves, and we take this opportunity to approach you for entering into business relations with you.

As a joint venture, we have been manufacturing and exporting genuine leather gloves since 1987. Our products are very well accepted by many customers with their good quality and fine workmanship.

In order to help you understand our products better, we have sent you under separate cover several copies of illustrated catalogues and some leather swatches.

Should any of the styles be of interest to you, please let us know. We shall be glad to

work with you.

If you have your own design, please send the sample or sketch, we'd like to develop counter-sample as soon as possible.

We are looking forward to your early reply.

Yours faithfully,

敬启者：

承蒙冠军制革有限公司告知贵公司要购买中国生产的皮手套且提供名址，借此机会联络以期缔结贸易关系。

作为合资企业，我们从 1987 年起生产、出口真皮时装手套。我们的产品因质量上乘、做工精良而深受许多客户的欢迎。

已另寄几份产品目录和皮样以便使您了解我们的产品。

如有感兴趣的款式，请惠告，我们将非常乐于配合您的要求。

如贵方有自己的款式，请提供样品或草图，我们将会尽快开发对等样品。

盼复。

谨上

■ Dialogues

Situation One

Miss Julie has learnt Evergreen Arts and Crafts Corporation from Internet. Now she is making a telephone call to get further information.

H : Hello. Evergreen Arts and Crafts Corporation. What can I do for you?

J : Hello. This is Julie. May I speak to Mr. Huang?

H : Yes, please speaking.

J : We have learnt you are one of the leading exporters of arts and crafts from Internet. The demand in our country for arts and crafts is increasing. So We'd like to establish business relations with you.

H : I'm glad to hear that. We are experienced in this line and have many varieties which are widely sold in big stores in China and chain stores in other countries.

J : Would you fax me your latest catalogue and pricelist?

H : Of course. We can also send you some samples which are popular items this year.

J : Sounds attractive. If both the prices and quality of your products are all right, we shall make regular purchase from you.



- H : We are confident that our products can compete favourably with similar products on the world market.
- J : That's fine. Well, I'll read your catalogue and pricelist first and then decide what items I'll be interested in. After that, we can have further discussion.
- H : That'll be great. Good-bye.
- J : Good-bye.

Situation Two

Mr. Johnson from Norway is interested in leather gloves, he is now in China. Now he is on the way to the hotel with Miss Qin.

- J : Beautiful city! Where shall I be staying?
- Q : Holiday Hotel, where I've reserved a room for you.
- J : Is it far from here?
- Q : Not quite a long way. It's in the center of the city.
- J : I've heard that is actually a new hotel, isn't it?
- Q : Right. By the way, is this your first visit to Yantai?
- J : Oh, no. I did business with your sister corporations in Yantai five years ago. To my surprise, your city has changed so much.
- Q : I hope through your personal contact, a good relationship between us will be established and large business concluded to our mutual benefits.
- J : I quite agree with you. Miss Qin, I value the friendly relations and hope my business discussions with your corporation will be fruitful.
- Q : I'm very glad to hear you say so.
- J : Holiday Hotel ahead, Miss Qin?
- Q : Yes, here we are. Let's get off the car.

Notes

1. Internet, ecommerce

展会上买卖双方可以面对面地沟通,是真实的交易场所。电子商务为买卖双方提供信息沟通的虚拟平台。网上找出潜在目标客户,是企业开拓国际市场的主要途径之一。

2. learn vt. 获悉,得知

learn sth. from sb. (or: some place) 从某人/某处得知某事

learn from sb. (or: some place) that... 从某人/某处得知...

3. supplier n. 供货商,供应商

Supplier and purchaser are the two counterparts in a transaction.

供货方和购买方是一笔交易中两个不同的当事人。

supply *vt.* 供应, 供给

supply sb. with sth. 或 supply sth. to sb.

We are pleased to inform you that we can supply you with all the goods listed in your letter of March 26.

欣告你方 3 月 26 日来函所列商品均可供货。

If you can supply the goods to us within one month, please advise as soon as possible.

如能在一个月内供货, 请尽快告知。

supply *n.* (单)供应, 供给; (复)供应物, 供给物

be in short (scarcely, free, sufficient) supply 供应短缺(短缺, 敞开, 充足)

be out of supply 脱销

4. **import** *n.* (单)进口, (复)进口商品

Their imports are both diversified and substantial.

他们的进口商品数量大, 品种多。

We are interested in the import of Chinese glassware.

我们对进口中国的玻璃制品感兴趣。

import *vt.* 进口

They import raw materials and export finished products.

他们进口原料出口制成品。

importer *n.* 进口商

The above is net price, not including commission. We do not give commission to the importers in general.

以上是净价, 不包括佣金。我们一般不给佣金。

5. **establish** *vt.* 建立

establish (step into, enter into) business relations with sb. 与某人建立(缔结)业务关系

well-established *adj.* 公认的, 站稳脚跟的

6. **inform** *v.* 通知, 告知, 报告

inform sb. of sth.

Please inform us of the shipping mark so as to enable us to order cartons.

请惠告唛头以便订购纸箱。

inform sb. that/what/which

We write this letter to inform you that the goods under invoice No. 07YT003 have been shipped on board S. S. "YinHua" on Mar. 26, 2007.

兹告知发票号 07YT003 项下之货已于 2007 年 3 月 26 日装“银华”轮。

You are requested to inform us which one of the three samples is available for prompt



shipment.

三款样品中哪种可即装运,请惠告。

Please be informed that...

Pleased be informed that we have sent the corrected samples.

兹通知贵方更改样品已寄出。

keep sb. informed of / that...

It will be grateful if you keep us informed of the production.

7. **line** *n.* 行业, (一类) 货物

We have been in this line for many years. 我们经营这一行多年了。

This is a good line of hardware. 这是金属器具中的一批好货。

8. **wide connections with** 广泛的关系

be well connected with 与某人关系良好, 与某人有密切联系

9. **grateful** *adj.* 感谢的, 感激的

We should be grateful if you could send us the pricelist of your latest products.

如蒙寄来一些最新产品的价目表将不胜感谢。

10. **latest**

latest 是 late 的最高级, 表示“最晚的, 最近的, 最新的”

the latest catalogue 最新目录

the latest pricelist 最新价目表

11. **specification** *n.* 规格

We are sorry about our delay in sending you the revised specifications.

迟迟告知修改后的规格, 甚歉。

The enclosed pamphlet will give you details of specifications and technical data.

随函附上的小册子将提供有关规格和技术资料的详情。

12. **trade terms** 交易条款, 贸易术语

term of price, price term 价格术语, 贸易术语

terms and conditions 条款

We hereby confirm having sold to you the goods on terms and conditions as specified below;

兹确认按以下条款售给你方商品:

trade *n.* 贸易, 交易, 行业

It's difficult to obtain good prices if there are too many competitors in the same trade.

如果同一行业的竞争对手太多, 就很难卖到好价钱。

trade *vi.* 做贸易, 做交易

trade with sb. 与某人做交易

We trade with all customers on the basis of equality and mutual benefit.

我们在平等互利的基础上与所有客户做生意。

13. **owe** *vt.* 应把…归功于,是靠…的力量(接 to),该向…支付

We owe your name and address to our partner Champion Tannery Co., Ltd.

承蒙冠军制革有限公司告知贵公司的名称、地址。

As the said company owes suppliers a large sum, we regret that we must advise you to proceed with every possible caution in your dealing with them.

上述公司欠供货商们一大笔钱,因此必须告知贵方在与他们的业务往来中要非常小心。

14. **be in need of** 需要,欲购

We've learnt from United Trading Corp. that you are in need of Chinese acrylic blanket.

从联合贸易公司获悉贵方要购买中国腈纶地毯。

15. **take the opportunity** 利用机会

We avail ourselves of this opportunity to thank you for your effort in promoting our goods.

借此机会对于贵方在推销我们产品过程中所作的努力表示感谢。

16. **approach** *vt.* 同…接洽,同…联络

we shall approach you with the matter of inspection.

我们将就验货事宜与贵方联络。

17. **joint venture** 合资企业

18. **be popular with sb. for sth.** 由于…受某人欢迎

Our goods are very popular with customers of many countries for their fine quality and reasonable price.

我们的产品因质量上乘、价格合理而深受许多国家的客户欢迎。

19. **export** *n.* (单)出口,(复)出口商品

What are the chief exports of your company?

贵公司主要出口什么产品?

export *vt.* 出口

We've been exporting varieties of leather goods for more than 20 years.

我们出口各种皮革制品 20 余年了。

exporter *n.* 出口商

They are experienced exporters of electric goods.

他们是富有经验的电子产品出口商。



amount of export 出口额

export volume 出口量

export entry 出口报关

export control 出口管制

export dumping 出口倾销

export restitution 出口补贴

export drawback 出口退税

export license 出口许可证

export document 出口单据

export quota 出口配额

20. **good quality and fine workmanship** 质量上乘且做工精良

21. **under separate cover; by separate mail, be sent separately** 另邮, 另寄

We are sending you catalogue under separate cover. 目录将另函寄出。
如表示“随函”, 可用 Enclosed please。

22. **leather swatches** 皮片, 皮样

23. **counter-sample** 对等样品

The buyer's sample is transferred to seller's sample by counter-sample.
通过对等样品, 把卖方样品转化为买方样品。

24. **look forward to sth. / doing sth.** 盼望(to 为介词)

We are looking forward to your early reply. 盼早复信。

We are looking forward to hearing from you soon. 盼速复。

I look forward to working with you. 我期望与您一起工作。

We're so much looking forward to seeing you again. 盼望再次相见。

25. **reply** *n.* 答复, 回复

Your prompt reply will be appreciated.

如蒙及时答复将不胜感激。

reply *vt. & vi.* 答复, 回复

We will reply to your letter once we have decided.

一经决定, 即回复。

■ Exercises

I. Translate the following phrases:

1. 互访
2. 促销小礼品
3. 由...推荐
4. 希望
5. 业务范围
6. 建立业务关系
7. 平等互利
8. 告知

- 9. 商会
- 10. 专营

II. Choose the best answer:

1. We are sending you the samples _____ requested.
a. be b. are c. as d. for
2. The brochure covers _____ wide range of products we deal in.
a. the b. a c. of d. about
3. If any of the items is _____ to you, please let us know.
a. interest b. interesting c. interested d. interests
4. We are _____ a copy of our catalog for your reference.
a. send b. covering c. closed d. enclosing
5. We are sure that both of our companies will _____ from the joint venture.
a. make benefit b. benefit c. be benefited d. advantage
6. We have been specializing _____ this line for many years.
a. in b. on c. at d. with
7. We owe your name and address _____ Italian Commercial Bank who has informed us that you are in the market _____ tablecloths.
a. from/for b. to/with c. from/with d. to/for
8. As the item _____ the scope of our business activities, we shall be pleased to establish direct trade relations with you.
a. lies within b. fall within c. come under d. be within
9. Your letter of May 9th addressed to our Nanjing Branch Office has _____ to us for attention and reply.
a. been passed on b. passed c. passed on d. been past through
10. We take the liberty of writing to you _____ a view to establishing business relations with you.
a. in b. with c. to d. for

III. Translate the following into English:

1. 贵方如能合作,我方不胜感激。
2. 我公司是该地区电子产品的主要进口商之一。我们借此机会与贵方接洽,希望建立贸易关系。
3. 承我国驻北京大使馆商务参赞处介绍,得知你公司的名称、地址。
4. 我公司经营机械设备的进出口业务已多年,我们的产品在许多国家享有盛誉。
5. 有关我们的资信情况,请向中国银行上海分行查询。



IV. Write a letter to a foreign company for establishing business relations with the following hints:

1. the source of information
2. intention
3. self-introduction (experience, business scope, demand)
4. the reference as to your firm's financial standing
5. expectation

■ Skill Training

Background

Willington & Sons, 17 Mayfield Road, Copenhagen, Denmark, an importer of foodstuffs, got the name and address from the advertisement that Huaxing Foodstuffs Import & Export Corp. can supply Bitter Apricot Kernels for cakes and candies. He plans to establish business relations with Huaxing Foodstuffs Import & Export Corp.

Requirements

1. In what sources can a company know the names and addresses of other firms concerned?
2. How does the Willington & Sons write a letter to express his desire to establish business relations with Huaxing Foodstuffs Import & Export Corp?

■ Useful Expressions

1. We've learnt from your website that you are a major supplier of automobile parts in Shanghai.
我们从贵公司网页上所做的广告中获悉,你们是上海地区主要的汽车零部件供应商。
2. We are willing to enter into business relations with your firm.
我们愿意与贵公司建立业务关系。
3. We are now writing to you for the purpose of establishing business relations with you.
我们特此致函是想与贵方建立业务关系。
4. Your desire to establish business relations coincides with ours.
你方想同我方建立业务关系的愿望与我方是一致的。
5. We specialize in the export of Japanese Light Industrial Products and would like to trade with you in this line.
鉴于我方专营日本轻工业产品出口业务,我方愿与贵方在这方面开展贸易。

6. Our lines are mainly arts and crafts.
我们经营的商品主要是工艺品。
7. We have been in this line for more than twenty years.
我们经营这类商品已有二十多年的历史了。
8. Our tablecloths are reasonable in price, good in quality, and fine in workmanship.
我公司经营的台布物美价廉,工艺精湛。
9. The workmanship of our products appeals very much to foreign customers.
我们产品的工艺很受国外客户的青睐。
10. Chinese tea enjoys general/wide popularity in France.
中国茶叶在法国广受欢迎。
11. Your letter expressing the hope of establishing business connections with us has met with approval.
来函收悉,得知贵方愿与我方建立业务关系,我们表示同意。
12. In order to acquaint you with the textiles we handle, we take pleasure in sending you by air our latest catalogue for your perusal.
为了使贵方对我方经营的纺织品有所了解,特航寄我方最新目录,供细阅。
13. We would like to ask you to kindly send us the related information.
我们希望你们能将相关资料寄给我们。
14. We have the pleasure of introducing ourselves to you with the hope that we may have an opportunity of working with you to expand our business.
我们有幸自荐,希望有机会与你们合作,扩大业务。
15. The above information is given only for your reference and without any responsibility on our part.
以上情况仅供参考,我方对此不负责任。

■ Related Terminology

catalogue	目录	pamphlet	小册子
associate	合伙人	business concern	商行,企业
trade journal	行业杂志	prospectus	说明书,简介
chamber of commerce	商会	reference	资信证明人
subsidiary company	子公司	parent company	母公司
financial position	财务状况	business status	业务状况
credit standing	信用状况	trade reputation	贸易声誉
on display	展出		
equality and mutual benefit	平等互利		
import and export corporation	进出口公司		