

财经 英语

朱大卫 编著

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前 言

本人在上海财经大学任教时,曾采用一些材料编写了一份校内使用的财经英语教材,目的纯粹是让学生学习一些财经英语词汇和表达方式,由于内容单一,实用方面很有局限。编者在编写此书时本想既向学生提供一些包含典型财经专业英语词汇和表达方式的财经文章,又能借助专业英语学习的机会让学生学习系统的专业知识,但也有难处,这是因为除了篇幅掌握问题外,还易造成专业学习时会出现大量内容重复,为此本书只能提供一些简明的专业框架或某一专业若干内容,以期尝试和有待日后改进。

本书由外贸实务、财政、金融与投资、国民经济四部分内容组成。外贸实务一章介绍了各种贸易条件。本章结构完整,内容简明扼要,指明各贸易条件在外贸实务中的位置及作用,以期读者对外贸实务梗概有一个整体的了解。财政章介绍了美国财政管理制度,包括美国财政的基本特征,财政如何参与社会产品的分配和美国税收制度。金融与投资章介绍了东亚各国传统和新兴产业以及最近几年的投资动态,并介绍了近期东南亚金融危机的发展情况。国民经济发展章主要反映我国改革开放以来国民经济发展的若干方面内容。

本书适用于经贸专业教学使用,既可用作专业英语教材,也可充当专业英语辅助阅读材料,此外读者也可利用思考题展开英语专题讨论。

考虑到专业英语教学要求,本书采用 Joseph E. Stiglitz 的 *Economics of the Public Sector*, *Asian Investment Monthly*, *Asia Pacific Investment Monthly*, *Finance and Economics* 和《中国日报》部分英文原文章节和报道。

本书成书仓促,兼之笔者水平有限,不当之处,在所难免,热忱
敬请读者批评指正。

编 者

1998年8月于上海

Contents(目录)

Chapter One Practice of Foreign Trade(外贸实务)	1
一、Quality(品质)	1
二、Quantity(数量)	8
三、Price(价格)	11
四、Packing(包装)	16
五、Shipment(装运)	21
六、Insurance(保险)	32
七、Payment(支付)	37
八、Claim and Arbitration(索赔与仲裁)	49
Chapter Two Public Finance(财政)	53
一、The Public Sector and the Fundamental Economic Questions(公共部门和主要经济问题)	53
二、The Kinds of Government Activity(政府活动方式)	59
三、Providing a Legal System(规定法律制度)	61
四、Government Purchases of Goods and Services (政府购买商品和劳务)	63
五、Government Redistribution of Income (收入的政府再分配)	67
六、Public Assistance Programs(政府援助计划)	69
七、Taxes and the Constitution(税收和宪法)	70
八、Public Production of Private Goods(政府生产私人产品)	75
九、An Outline of the U.S. Income Tax(美国所得税梗概)	79
Chapter Three Finance and Investment(金融与投资)	85
一、Economy and Investment(经济与投资)	85

(一) Malaysia(马来西亚)	85
(二) Philippines(菲律宾)	88
(三) Korea(韩国)	91
二、Productivity and Asian Economic Growth	
(生产率与亚洲经济增长)	94
(一) Productivity Gains:Key to Economic Growth	
(生产率的提高:经济增长的关键)	94
(二) Japan:Sluggish Productivity Growth in the 1990s	
(日本:90年代生产率增长的呆滞)	97
三、China Market Overview(中国市场综览)	102
(一) General Situation(概况)	102
(二) Shanghai Shangling Electric(上海上菱电气介绍)	
.....	105
四、Korea's OECD Membership(韩国的经济合作与	
发展成员国地位)	107
五、Financial Crisis in Southeast Asia(东南亚金融危机)	
.....	115
(一) Asia Picks up the Pieces(亚洲收拾残局)	115
(二) Which Way to Safety(哪条路通向安全)	118
(三) Too Soon to Celebrate(庆幸为时尚早)	123
(四) Bank Should Consolidate(银行应该合并)	127
(五) How Big is Asia(亚洲有多大).....	130
Chapter Four National Economy(国民经济)	134
一、Competition, Cure for Slump(竞争:治疗衰退的良方)	
.....	134
二、Renovation Projects to Bring Industry up to Date	
(革新与工业现代化)	137
三、Tax Law to Favour Foreign Investors(税法优惠外国	
投资者)	141
四、Anhui Maps out Plans to Benefit from Pudong	
(安徽规划受益于浦东)	146

五、Experts Support Growth of Capital Market (专家赞成发展资本市场)	150
六、China Urged to Invest Overseas(中国鼓励向海外投资)	155
七、Opec Predicts Oil Prices and Output for Next Year (欧佩克预测石油价格和产量)	162
八、Japan on the Brink(日本经济濒临边缘)	166
九、Japan's Inconspicuous Consumption(黯淡的日本消费)	171
十、Australia in Asia's Crisis(亚洲经济危机对澳大利亚 的影响)	176
十一、Can Russia Fight back(俄罗斯能应付局面吗)	180
十二、Clouds over Argentina(阿根廷上空的阴云)	185

Chapter One Practice of Foreign Trade

Terms and conditions stipulated in contracts or sales confirmation are the results of protracted negotiations. The interest of the parties concerned depends on the smooth performance of contracts. Therefore, it seems necessary to have an overall understanding of these conditions. In this chapter, the concepts will be stated respectively and prominence will be given to their position in the practice of foreign trade.

—、Quality

Business starts with an offer with terms and conditions put forward on which basis it is hoped that transaction will be concluded.

In response to an offer, there are three possibilities:

It may be accepted if all the terms and conditions can be accepted;

If some of the terms and conditions can be accepted, but some cannot, a counter offer will be made;

The counter offer is regarded as a new offer in which revised terms and conditions are put forward.

An offer will be rejected provided it cannot be accepted as a whole, that is, some main terms cannot be accepted and no leeway is left. Counter offer would be continued up to coming to an agreement. Between offer and acceptance is a process of negotiation. It may be a protracted and hard one. The content of negotiation may scatter in the letters, cables, telexes and faxes exchanged between the seller and buyer or other parties related to the business involving the terms such as quality, quantity, price, shipment, insurance and payment.

The first problem we are now talking about is quality.

Quality is something that really matters. It is of the most importance of all the terms stipulated in the contract.

Some commodities prevail over the others for their superior inherent essence, they are considered the physical, mechanical or biological properties. Some get a upper hand for their attractive outward look such as novel style, appearance, design and lustre which appeal to the customers.

There are different ways to suggest quality of the commodities. They can be classified as follows:

1. Sales by Sample

Commodities are to be made in the light of the sample provided and the goods delivered must comply with the sample in quality, otherwise it may be regarded as breach of the contract.

There are some points which should be noted in case of sales by sample.

1) Sample for reference cannot be considered as the basis on which transaction is hoped to be concluded. It is adopted just for the purpose of promotion of the sales of the commodities.

2) Duplicated sample is to be kept for verifying with the goods ordered. It is helpful to the smooth fulfillment of the contract, when disputes arise. Duplicated sample can be used as light of the settlement of claims.

3) Terms such as quality being about equal to the sample is considered advisable to be added to the contract.

2. Sales by Grade

Another way of expression of quality is sales by grade.

According to grade commodities can be divided into a, b, c, d, or 1, 2, 3, 4.

3. Sales by Standard

As far as standard is concerned there are standards issued by our

country.

4. Sales by Brand or Trade Mark

Some commodities enjoy high reputation in competition and well received both at home and abroad for their superior quality. Their brands gradually stand for their quality. In this connection, sales by brands become terms of quality.

The samples sent cannot be acknowledged if it is found that there is difficulty in meeting requirements of workmanship or special processing. In order to avoid possible disputes, it seems to be advisable to prepare a counter sample for acknowledgement by the buyer. Once acknowledged the terms of "as per buyer's sample" are turned to be "as per seller's sample".

One thing should be pointed out is that as only convertible currency can be taken as foreign exchange, brands used for suggestion of quality must be famous brands.

The famous brand commodities we are familiar with are those such as Double Coin, Double Happiness, Panda, Great Wall, Philips, Toshiba and so on.

Some commodities are well known for their origin where material of better quality can be obtained. For example, stone produced in Qingtian county is famous for its fine and smooth stone material.

The origins making their commodities known to all usually have a long history of production, traditional workmanship, special processing, natural condition other places don't possess or cannot achieve. Here are some examples for specialty goods, famous for their origins. They are Longjiang agate, Lintong pomegranate, Miyun date, West Lake water shield, Anhui inkstick and Qingdao beer.

Some commodities are famous alongside with something which is connected with them, for example, Longjing tea made with Longjing spring water would make it more perfect.

It can be said that each shinning more brilliantly in the other's com-

pany.

5. Sales By Specification or Description.

Some commodities are complex in structure and its quality cannot be expressed in one or two words. More details such as content, fineness, strength, size, weight, color, lustre, disqualified rate and other instruction will be required.

Now taking medicine as an instant, specification may be 10mg, 25mg, actions and indications, anti-cancer, used for the treatment of cancer, appearance maybe red sugar-coated tablets with white core, mode of packing maybe 10 tablets per blister, 3 blisters per pack, storage maybe stored in cool and dry place, away from direct sunlight, validity maybe 2 years. Sometimes description with diagram seems to be necessary. Usually under sales by description, statement or pamphlet of instruction would be attached to the commodities.

Words

1. trade terms and conditions	交易条件
2. transaction	交易
3. offer	发盘
4. counter offer	还盘
5. revise	修改
6. reject	拒绝
7. leeway	余地
8. negotiation	磋商
9. protracted	旷日持久地
10. scatter	分散、散见
11. shipment	装运
12. insurance	保险
13. payment	支付
14. stipulate	规定
15. prevail over	压倒

16. inherent	固有的
17. essence	本质、实质
18. property	特征
19. get a upper hand	制胜
20. outward look	外观
21. style	款式
22. appearance	造型、外观
23. appeal to	迎合、心意
24. sales by sample	按样品销售
25. in the light of	根据
26. deliver	交货
27. breach of contract	违反合同
28. sample for reference	参考样品
29. adopt	采用
30. promotion of the sales	促销
31. duplicated sample	复样
32. verify	核对
33. smooth fulfilment	顺利履行
34. settlement of a claim	理赔
35. sales by grade	按等级销售
36. sales by standard	按标准销售
37. sales by brand trademark	按牌名(商标)出售
38. reputation	信誉
39. convertible currency	可兑换货币
40. foreign exchange	外汇
41. famous brand	名牌
42. origin	产地
43. Qingtian stone	青田石
44. workmanship	工艺
45. Longjiang agate	龙江玛瑙
46. Lintong pomegranate	临潼石榴

47. Miyun date	密云枣子
48. West Lake water shield	西湖莼菜
49. Anhui inkstick	徽墨
50. Qingdao beer	青岛啤酒
51. Longjing tea	龙井茶
52. Longjing Spring Water	龙井泉
53. disqualified rate	不合格率
54. action	作用
55. get a upper hand for	以……制胜
56. verify... with...	把……与……核对

Notes

- | | |
|--|--------------------|
| 1. prevail over the others for their superior inherent essence | 以其优良内在品质
压倒其他商品 |
| 2. their brands gradually stand for their quality | 商标逐渐代表质量 |
| 3. each shining more brilliantly in the other's company | 相得益彰 |
| 4. each shining brilliantly in the other's company | 相得益彰 |
| 5. sales by specification or description | 按规格出售 |

Exercises 1

Put the following into English

- 按什么条件成交?
- 针对发盘作出还盘。
- 你方报盘不能接受。
- 我们从双方交换的电传、传真中可以了解磋商过程。
- 什么条件不能接受?

Answer the following

- What's the first step of doing business?
- Under what circumstances is a counter-offer made?

3. What are the main terms and conditions stipulated in the contract?
4. Please say something about quality.

Key to translation

1. On what terms and conditions is the transaction concluded?
2. A counter-offer is made in response to an offer.
3. Your offer cannot be accepted.
4. We can have a comprehension of the process of negotiation from the telexes and faxes exchanged between the two parties.
5. What terms cannot be accepted?

Exercises 2

Put the following into English

1. 为了促销新产品该做些什么?
2. 造型新颖。
3. 新颖造型会迎合我方市场客户的心意。
4. 让我们再看一看合同条款。
5. 按样品出售是什么意思?
6. 所交货物必须完全符合订购货物。

Answer the following

1. What's the function of the sample for reference?
2. What should be noted if a transaction is concluded on the basis of sales by sample?

Key to translation

1. What should be done for promotion of the sales of our new products?
2. The appearance is novel.
3. The novelty of appearance will appeal to the clients at our end.
4. Let's review the terms and conditions stipulated in the contract.
5. What do you mean by sales by sample?
6. The goods delivered must comply with the goods ordered in all respects.

Exercises 3

Put the following into English

1. 为顺利履行合同保留复样是可取的。
2. 这个品牌我不熟悉。
3. 我想买些杭州特产。
4. 这种商品的传统工艺是众所周知的。
5. 怎样贮藏这种药品?
6. 这块青田石石质细腻。

Answer the following

1. What instructions are required for description of a commodity?
2. How to suggest quality if commodities are complex in structure?
3. Why is it said that some commodities are famous in connection with their origins?
4. What are the factors which make the commodities well-known?

Key to translation

1. It is advisable to reserve a duplicated sample for the smooth fulfilment of the contract.
2. This brand is new to me.
3. I want to buy some Hangzhou specialties.
4. The traditional workmanship of the commodity is known to all.
5. How to store the medicine?
6. This Qingtian stone has fine and smooth stone material.

二、Quantity

1. Quantity in Contract

Quantity is one of the main clauses stipulated in a contract. Quantity delivered must be in accordance with the quantity ordered. More or less than the quantity ordered is considered breach of the contract. One thing which should be noted is how to control the quantity for

export:

- 1) Overall arrangement should be made, that is, to plan as a whole the quantity for export.
- 2) Taking into consideration the intake capacity and demand of the market, that is, when the quantity supplied go beyond that required, the price will fall.
- 3) Regular supply for demand season must be guaranteed to make the clients accustomed to our products.
- 4) Paying ability of foreign exchange must be taken into account.
- 5) Adjustment of demand of the market both at home and abroad.
- 6) Regulating the quantity according to the development of the market.

2. Units of Measurement

- 1) weight (ton, long ton, short ton, pound, ounce etc)
- 2) number (piece, set, dozen, ram)
- 3) length (meter, foot)
- 4) area (square meter)
- 5) volume (cubic meter)
- 6) capacity (kilowatt, carat)

3. Quantitative Approach

- 1) gross weight
- 2) net weight
- 3) tare

Tare can be divided into:

- ① actual tare or real tare
- ② average tare
- ③ customary tare
- ④ computed tare

Average tare is calculated on the basis of the real tare of part of the goods. Customary tare is calculated on the basis of standardization of packing. Computed tare is the tare agreed.