



高等学校**应用型特色**规划教材

经管系列

# 实用外贸英语

English in Foreign Trade

主 编 马 俊 郑汉金  
副主编 杨云匀 周艳丽

赠 送  
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北 京

## 内 容 简 介

本书以“好用、务实、有特色”为宗旨,在遵循外贸业务准确清晰、英语地道纯正原则的基础上,力求不仅灌输知识,还可提升能力。将国际贸易中最广泛、频繁使用的语言英语与国际贸易业务充分地融合,让学习者能实实在在地运用英语和外贸业务技巧解决些问题,使外贸谈判顺利、经营顺畅。全书分 11 个单元,内容涉及外贸业务流程的各环节,包括建立业务联系、询盘和答复、报价、还盘、接受、订货、签约、支付、备货、包装、检验、装运、保险、异议、索赔、仲裁等。

本书既可作为大专院校外经贸专业的外贸英语教材使用,也可供外经贸从业者和广大英语爱好者自学使用。

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# 出版说明

应用型人才是指能够将专业知识和技能应用于所从事的专业岗位的一种专门人才。应用型人才的本质特征是具有专业基本知识和基本技能,即具有明确的职业性、实用性、实践性和高层次性。应用型人才的培养,是“十二五”时期教育部关于进一步深化本科教学改革,全面提高教学质量的目标之一,也是协调高等教育规模速度与市场人才需求关系的重要途径。

教育部要求“十二五”期间有相当数量的高校致力于培养应用型人才,以满足市场对应用型人才的巨大需求。为了培养高素质应用型人才,必须建立完善的教学计划和高水平的课程体系。在教育部有关精神的指导下,我们组织全国高校的专家教授,努力探求更为合理有效的应用型人才培养方案,并结合我国当前的实际情况,编写了这套《高等学校应用型特色规划教材 经管系列》丛书。

为使教材的编写真正切合应用型人才的培养目标,我社编辑在全国范围内走访了大量高等学校,拜访了众多院校主管教学的领导以及教学一线的系主任和教师,掌握了各地区各学校所设专业的培养目标和办学特色,推进了优质教育资源进课堂,并广泛、深入地与用人单位进行交流,明确了用人单位的真正需求。这些工作为本套丛书的准确定位、合理选材、突出特色奠定了坚实的基础,同时逐步形成了反映时代特点、与时俱进的教材体系。

## ◆ 教材定位

- 以就业为导向。在应用型人才培养过程中,充分考虑市场需求,因此本套丛书充分体现“就业导向”的基本思路。
- 符合本学科的课程设置要求。以高等教育的培养目标为依据,注重教材的科学性、实用性和通用性,融入实践教学环节。
- 定位明确。准确定位教材在人才培养过程中的地位和作用,紧密结合学科专业发展和教育教学改革,正确处理教材的读者层次关系,面向就业,突出应用。
- 合理选材、编排得当。妥善处理传统内容与现代内容的关系,大力补充新知识、新技术、新工艺和新成果。根据本学科的教学基本要求和教学大纲的要求,制定编写大纲(编写原则、编写特色、编写内容、编写体例等),突出重点、难点。
- 建设“立体化”的精品教材体系。提倡教材与电子教案、学习指导、习题解答、课程设计、毕业设计等辅助教学资料配套出版。

## ◆ 丛书特色

- 围绕应用讲理论，突出实践教学环节及特点，包含丰富的案例，并对案例作详细解析，强调实用性和可操作性。
- 涉及最新的理论成果和实务案例，充分反映岗位要求，真正体现以就业为导向的培养目标。
- 国际化与中国特色相结合，符合高等教育日趋国际化的发展趋势，部分教材采用双语形式。
- 在结构的布局、内容重点的选取、案例习题的设计等方面符合教改目标和教学大纲的要求，把教师的备课、授课、辅导答疑等教学环节有机地结合起来。

## ◆ 读者定位

本系列教材主要面向普通高等院校和高等职业技术学院，以满足培养应用型人才的高等院校的教学需要。

## ◆ 关于作者

丛书编委特聘请执教多年且有较高学术造诣和实践经验的教授参与各册教材的编写，其中有相当一部分的教材主要执笔者是各专业精品课程的负责人，本丛书凝聚了他们多年的教学经验和心血。

## ◆ 互动交流

本丛书的编写及出版过程，贯穿了清华大学出版社一贯严谨、务实、科学的作风。伴随我国教育教学改革的不断深入，要编写出满足新形势下教学需求的教材，还需要我们不断地努力、探索和实践。我们真诚希望使用本丛书的教师、学生和其他读者提出宝贵的意见和建议，使之更臻成熟。

清华大学出版社



# 前 言

考虑到市面上已有的《外贸英语函电与会话》、《外贸函电》、《外贸英语口语》等书侧重英语语言知识的讲解,而《国际贸易实务(双语)》和其汉语版的重点在国际贸易、进出口业务知识,我们编写这本《实用外贸英语》,不是上述两类教材的简单重复,力争有所突破,以“好用、务实、有特色”为宗旨,在遵循外贸业务准确清晰、英语地道纯正原则的基础上,力求不只灌输知识,尽可能提升能力,将国际贸易中最广泛使用的语言——英语与国际贸易业务充分融合,让学习者能实实在在地运用英语和外贸业务技巧解决些问题,使外贸谈判顺利、经营顺畅,为国际经贸复合型人才的培养作点儿努力。为此,编者结合自身长期的外贸从业经验和外贸英语教学经验,并参考大量专家学者的著作,对编写方案、结构和内容,作了一些特别的安排。本书中“外贸”和“英语”,不再互为所谓“定语”与“主语”,每一单元中专门著有一节纯英文的 Solution to Problem(解决之道)。

全书分 11 个单元(Unit),内容涉及外贸业务流程的各环节,包括建立业务联系、询盘和答复、报价、还盘、接受、订货、签约、支付、备货、包装、检验、装运、保险、异议、索赔、仲裁等,每单元基本上分 5 节(section),第 1 节介绍(Section 1 Introduction),中英双语介绍国际贸易、进出口业务相关知识,由杨云匀负责;第 2 节函电(Section 2 Correspondence),外贸业务英文函电配注释(notes to text)以及实用外贸函电英语表达方式包括好词、短语及句型(useful expressions including words, phrases and sentence patterns),由郑汉金负责;第 3 节对话(Section 3 Dialogs),外贸业务英语对话配注释(notes),由马俊负责;第 4 节练习(Section 4 Exercises),外贸函电、对话各种句型的英汉互译及场景会话(Role Play)练习,由周艳丽负责,第 5 节解决之道(Section 5 Solution to Problem),运用英语解决外贸谈判、经营问题,由马俊负责。马俊负责本书的编写构思、方案、框架和校对工作,郑汉金还负责附录 1~4(Appendix 1-4)的编写,周艳丽还负责附录 5(Appendix 5)的编写。

本书可作为大专院校外经贸专业的外贸英语教材使用,也可供外经贸从业者和广大英语爱好者自学使用。

编写过程中参考了有关专家、学者的著作,外籍专家 John Knox 和 Sarah Miller 为本书的对话和函电精心录音,2013 年全国商科院校专业技能大赛国际贸易专业竞赛总决赛一等奖获得者杨兵等同学参与了资料的收集,在此,一并表示诚挚的感谢!

由于编者的业务和外语水平有限,难免存在不尽人意和疏漏之处,敬请广大业界、学界专家同仁和读者批评指正。

编 者



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## **Part 1    Negotiation of Business**





## Unit 1

# Establishing Trading Relations

## Section 1 Introduction

### 1. Origin of Establishing Business relations(建立业务关系的原因)

To establish business relations with prospective dealers is one of the vitally important measures either for a newly established firm or an old one that wishes to enlarge its business scope and turnover. As it is well known, customers are the basis of business development and expansion. No customers, no business, and no orders, no the company.

对于一个新成立的公司或一家希望扩大其业务范围和营业额的老公司来说，与潜在的交易商建立业务关系是极其重要的经营举措之一。众所周知，客户是企业发展和扩张的基础。没有客户，就没有生意，没有订单，没有公司。

### 2. Channels of Establishing Business Relations(建立业务关系的渠道)

Usually information about the merchants in foreign countries can be obtained through the following sources:

- (1) The exhibitions and trade fairs;
- (2) Banks;
- (3) Chambers of commerce both at home and abroad (e.g. CCPIT);
- (4) Commercial counselor's office subordinate to the Embassy of a certain country;
- (5) The media of the newspapers, magazines and television;
- (6) Introduction by friends in business circles;
- (7) A branch office or representative abroad;
- (8) The internet;
- (9) Trade dictionary;
- (10) Market research.

通常国外贸易商的信息可以从以下来源获得：①展览会与交易会；②银行；③国内外的商会(如：中国国际贸易促进委员会)；④各国大使馆下属的商务参赞处；⑤报纸、杂志和电视媒体；⑥商界朋友介绍；⑦国外分公司或代表；⑧互联网；⑨工商行名录；⑩市场调查。

## Section 2 Correspondence

### 1. Writing Skills

This type of letter is generally made up of 4 parts as follows:

- (1) Show the source of information (how you learned of his company).
- (2) Briefly introduce your own company (the scope of your business, little “advertising” on your products or service).
- (3) Express the intention of writing the letter (what kind of business you want to do with them, e.g. to purchase their products, to sell your own products, to enter into a joint venture with them, etc).
- (4) Express the wish of cooperation and early reply.

### 2. Sample Letters

Letter 1 (Exporter to Importer)

China Foodstuff Import & Export Co.  
32 Xisanhuan Rd., Beijing, China

January 1, 2014

New Asia Inc.  
Room No. 40, Maruchi Building  
Tokyo, Japan

Dear Sirs,

Learning from the Commercial Counselor's Office<sup>1</sup> of our Embassy in your country that you are one of the leading importers of canned<sup>2</sup> foodstuffs. We have the pleasure of introducing ourselves to you as a state corporation<sup>3</sup> specializing in<sup>4</sup> the export business of canned goods, and express our desire to enter into<sup>5</sup> business relation with you.

In order to give you a general idea of<sup>6</sup> our canned goods, we are sending you by separate airmail a copy of our latest catalogue<sup>7</sup>. Quotations<sup>8</sup> and samples<sup>9</sup> will be sent to you upon receipt of<sup>10</sup> your specific inquiry<sup>11</sup>.

We are looking forward with interest to hearing from you soon.

Yours faithfully,

*Zhou Yanming*

Zhou Yanming

Manager

Export Department

### Letter 2 (Importer to Exporter)

Dear Sirs,

Through the introduction of the United States Chamber of Commerce<sup>12</sup> in Beijing, we were advised of your company and your ability to export hardware<sup>13</sup>. We are writing to you with a view to establishing business relations with you and introducing your special lines<sup>14</sup> into our market.

There is a considerable<sup>15</sup> demand for hardware on our local markets. Our company is dedicated to<sup>16</sup> the trading of hardware for over ten years, and is one of the leading dealers in this line in China.

We shall always be very happy to hear from you and will carefully consider any proposals likely to lead to business between us.

Yours truly,

### 3. Notes to Text

- (1) the Commercial Counselor's Office 商务处; 商务参赞处
- (2) canned (American English) 罐装的= (British English) tinned
- (3) state corporation, state-owned corporation 国有公司
- (4) specialize in ... 专营

This travel firm specializes in charter flights. 这家旅游公司专营包机业务。

Our company specializes in importing arts and crafts for many years.

本公司专门从事工艺美术商品进口多年。

- (5) enter into... 开始(某种事业、谈判、关系等); 缔结(契约等)

We hope to enter into business relations with your company for the supply of electronic shavers. 我方愿意与贵公司建立商务关系, 以便取得电动剃须刀的供货。

- (6) to give you a general idea of ... 为了使您了解……

To give you a general idea of the scope of our business activities, we enclose herewith a complete set of catalogues that we are dealing in. 为使您全面了解本公司的业务范围, 特别随

函附上一套我们经营产品的目录。

(7) catalogue 产品目录=(美)catalog

(8) quotation 报价, 行情

quotation table (list) 价目表

exchange rate quotation 外汇行情

discount quotation 贴现行情

market quotation 市场行情

quote 开价, 报价

The seller quoted the shirt at ten dollars.

(9) sample 产品样本, 样品

sample card (衣料等)样品卡

sample discount 样品折扣(一般样品均系免费寄送, 但应买方要求寄送较高价值的样品时, 卖方通常给予折扣, 酌收样品费)

sample export 样品出口(输出)(指少量货物以样品名义出口, 虽仍收取货款, 但可免办出口手续)

sample fair 样品展览会; trade fair 大型工商展览会, 如法兰克福书展、伦敦古董展销会等

sample order=trial order 试订

sample shipment 试销

(10) upon/ on receipt of 收到……后

On receipt of your instructions we will send the goods. 一收到你方通知, 我方即可发货。

(11) inquiry (American English) =enquiry (British English)询问, 询价;

(12) the Chamber of Commerce 商会

(13) hardware 硬件

(14) line: one's trade of occupation, or the things he deals in

What's his line?

We have completed many successful transactions with Oriental Horizons Inc. in this line of business.

(15) considerable 客观的; 大量的

The losses are considerable. 损失颇大。

(16) be dedicated to or dedicate to 致力于

Enterprises with outstanding quality, reasonable price will be dedicated to customer service. 企业以优异的质量, 合理的价格将竭诚为客户服务。

China will continue to be dedicated to international cooperation in this area. 中国将继续致力于加强在该领域的国际合作。

#### 4. Useful expressions

(1) 各种信息来源的表达方式。

① 从中国驻贵国大使馆商务参赞处获悉。

Having had your name and address from the Commercial Counselor's Office of the Embassy of the People's Republic of China in your country, we now write to you and see if we can establish business relations.

② 从贵国商务办事处获悉。

Through the recommendation of your commercial office here, we got your name and have known you specialize in chemical products for years.

③ 通过中国国际贸易促进委员会了解。

We have learned from China Council for the Promotion of International Trade that you are in the market for Electric Appliances.

④ 通过贵国最近来访的贸易代表团了解。

Through your trade delegation that recently paid a visit to Shanghai, we learned that you are well-established importers of electronic components.

⑤ 承老客户介绍。

Mr. Alex Black of MGD Co., Ltd., our mutual friend, gave us your name and recommend that you are an experienced importer of the Jewelry products in the UK.

⑥ 承银行介绍。

The HSBC Bank in your city has been kind enough to inform us that you are one of the leading importers of sports goods.

⑦ 从报刊上获悉。

We are glad to know from CPU magazine that you are interested in the silicon rubber pads, and enclose our relevant catalogs for your initial reference.

⑧ 从互联网上获悉。

From alibaba.com, we understand that you are a potential buyer of Chinese textiles, which just fall within our business scope.

⑨ 在展览会上结识。

We would like to thank you for your visit our booth and your interest in our products at the CeBIT Fair held in Hanover last month. As required, we are now glad to send you our catalogue of cooling fans for your evaluation.

CeBIT 是办公及信息技术中心(德语: Centrum der Büro-und Informations Technik)的缩写, 又称“CeBIT 信息及通信技术博览会”, 是一个国际性的以信息技术(IT 业)和信息工程(IE 业)为主的大型展览会, 1986 年起的每年春季在德国汉诺威举行。展览会的组织者是德

意志展览股份公司(Deutsche Messe AG, DMAG)。CeBIT 是全球最大的信息和通信工程类展览会。(http://zh.wikipedia.org/wiki/CeBIT)

(2) 致函目的示例。

① 希望是互利关系的前奏。

We are glad to send you this introductory letter, hoping that it will be the prelude to mutually beneficial relations between us.

② 盼望能有机会合作, 扩展业务。

We have the pleasure to introduce ourselves to you and hope we may have a cooperation opportunity with you in your business extension.

③ 期待与贵公司建立业务关系。

We are writing to you with a view to building up business relations with your firm.

④ 愿与贵方进行交易。

Specializing in the export of Chinese arts and crafts, we express our desire to trade with you in this line.

⑤ 盼能建立业务关系, 以满足贵方需求。

We take pleasure in contacting you in the hope of establishing business relations and rendering you assistance in a wide range of your requirements.

⑥ 希望建立互利的业务关系。

We wish to introduce ourselves in the hope of setting up mutually beneficial business relations between our two corporations.

⑦ 探求发展贸易的可能性。

The purpose of this letter is to explore the possibilities of developing trade with you.

⑧ 在平等互利、互通有无的基础上与你公司建立业务关系。

We are willing to enter into business relations with your firm on the basis of equality, mutual benefit and exchanging what one has for what one needs.

⑨ 建立友好业务关系, 互惠互利。

We wish to establish friendly business relations with you to enjoy a share of mutually profitable business.

⑩ 将贵公司专营品引入本地市场。

We wish to enter into direct negotiation with you with a view to introducing your special lines into our market.

(3) 出口商介绍公司优势示例。

① 本着优良品质、创新产品及诚信交易的原则, 我们在世界市场已赢得良好声誉。

Persisting the principles of superiority in quality, innovation in products and integrity in business, we have won a very good reputation in the world market.



② 本着“品质优秀、价格合理、服务卓越”的原则，我方在所有的客户中，包括美国德州仪器公司、荷兰飞利浦公司等，享有很高声誉。

By keeping the principle of “Excellent Quality, Competitive Price, Superior Service”, we have enjoyed high integrity among all of our customers including Texas Instruments in USA and Philips in Netherlands.

③ 我方具备十多年的经验，是中国专业的玩具出口商。由于良好的管理制度和出色的售后服务，我们已在国际市场建立了良好的声誉。

We are a professional exporter of toys in China with more than 10 years' experience and have already set up a long-lasting good reputation in the world market, due to our good management system and excellent after-sales service.

④ 我方商品均由本国一流厂商提供，因此，我方有条件向贵方提供质量最可靠的商品。

Our products are all supplied by the first-class manufacturers of this country, and so we are in a good position to serve your customers with the most reliable quality of the line we suggest.

⑤ 我们是中国最有专业经验的家具制造商，享有很好的声誉。

We would like to show you that we are the most experienced and most professional manufacturer of furniture in China, with an excellent reputation.

⑥ 每天 5000 件的产量确保我方顺利执行买主的订单，而且我们的研发部门已拥有了设计前瞻款式的能力。

Certified production of 5,000 pieces a day will ensure smooth execution of buyer's orders, and our R&D department has made it possible to create tomorrow's styles today.

⑦ 我方与本地大厂商有多年的持续业务往来，所以自信能以最低的价格来执行贵方的订单。

Having many years of constant dealings with the leading makers here, we are confident that we can execute your order at the lowest possible price.

⑧ 我公司贸易经验丰富，熟悉国际市场情况，相信这能使我们有资格得到贵方的信任。

We trust that our rich experience in foreign trade and intimate knowledge of international market conditions will entitle us to your confidence.

⑨ 凭借突出的出口量及完美的售后服务，最近我公司被政府评为绩优出口商。

Recently, we have received our government's recognition as a well-performed exporter due to our outstanding export turnover and flawless after-sales service.

⑩ 我公司管理良好，销售人员经验丰富，对贵方市场的偏好和需求十分了解。

We are a well-organized exporter with experienced salesmen who have comprehensive knowledge of the requirements and preferences of your market.