

Practical
English
For
International
Trade



实用 外贸英语

托娅 编著

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图书在版编目 (CIP) 数据

实用外贸英语/托娅编著. —成都: 四川人民出版社,
2007. 12

ISBN 978 - 7 - 220 - 07486 - 8

I. 实… II. 托… III. 对外贸易—英语 IV. H31

中国版本图书馆 CIP 数据核字 (2007) 第 181052 号

SHIYONG WAIMAO YINGYU

实用外贸英语

托 娅 编著

责任编辑

封面设计

技术设计

责任印制

出版发行

网 址

发行部业务电话

防盗版举报电话

制 版

印 刷

成品尺寸

印 张

字 数

版 次

印 次

书 号

定 价

韩 波

彭小柯

古 蓉

李 剑 孔凌凌

四川出版集团 (成都槐树街 2 号)
四川人民出版社

<http://www.scpph.com>

<http://www.booksss.com.cn>

E-mail: scrmcbsf@mail.sc.cninfo.net

(028) 86259459 86259455

(028) 86259524

成都勤慧彩色制版印务有限公司

成都金龙印务有限责任公司

146mm × 208mm

7

180 千

2007 年 12 月第 1 版

2007 年 12 月第 1 次印刷

ISBN 978 - 7 - 220 - 07486 - 8

19.00 元

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前 言

《实用外贸英语》是编者根据自己多年从事外贸英语教学的实践经验而编著的一部实用性很强的教材。内容丰富,理论与实践并举,通俗易懂,便于理解、使用。

本书是以国际贸易实际操作流程为主线编写而成的,可以让读者清晰地了解一笔交易从发生到发展直至结束的整个过程。全书分为十二个单元,每个单元分为课文 A、课文 B、生词表、课文注释、课后练习等五项内容。包括询盘、报盘、货物运输、货款支付、保险、索赔、仲裁与如何签署进出口合同等。除此之外,还就信用证、关税、进出口单证、电子商务等内容作了相应的介绍。另外书后附有总词汇表,为学习者记忆、检索及运用提供了方便。

本书可以作为外贸专业本科、专科学生的教材,也可以作为对该门课程感兴趣的其他专业学生的辅修教材,也适合广大读者作自学教材使用。

本书在编写过程中,参考了大量国内外出版的同类著作及网页上的内容,在此向作者一并表示感谢。由于编者水平有限,书中难免有不妥之处,敬请同行专家和广大读者批评指教。

编 者

2007 年 7 月

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Unit One



A Brief Introduction to International Trade

Text A

International trade, also known as world trade, foreign trade or overseas trade, is the fair and deliberate exchange of goods and services across national boundaries. It concerns trade operations of both import and export and includes the purchase and sale of both visible and invisible goods. It arises for many reasons.

The different distribution of the world resources determines the patterns of world trade. For example, the world's raw materials are unevenly distributed, and both modern manufacturing and agriculture require many different resources. Thus, to obtain these through international trading is absolute necessary.

The skilled workers and capital resources help determine what a nation is able to produce and trade with other countries. The developed countries are rich in skilled work force and capital resources. However, the developing countries lacking skilled workers and capital resources are limited to the manufactures of simple products.

With the development of manufacturing and technology, there arises another motivation, that is, economic benefit, for nations to trade with each other. It has been found that a country benefits more by producing goods it can make most cheaply and buying those goods that other countries can make at lower costs than by producing everything it needs within its own border. This is often explained by the theory of comparative advantage, also called the comparative cost theory.

There are still some other reasons for international trade. Some countries may not be able to produce sufficient products of particular kinds and have to import some to meet the large domestic demand. Besides, the preference of innovation and variety of style also results in international trade, which makes available a wide range of consumer choice of a certain product. Still, in some cases, political objectives can outweigh economic considerations between two countries. One country might trade with another to support the latter's government which upholds the same political doctrine.

In addition to visible trade, which involves the importing and exporting of tangible goods, there is also invisible trade, which involves the exchange of services between nations. It consists of such items as transportation and insurance services that we provide for foreigners or that they provide for us; tourist expenditures abroad; remittances that immigrants send back home; government expenditures

abroad; net dividend and interest earnings from investments abroad, and so on. Invisible trade can be as important to some nations as the export of raw materials or commodities is to others. In both cases, the nations earn money to buy necessities.

Some of the forms frequently used by nations to trade with each other are as follows:

Exporting can mean establishing an export department or even an overseas sales branch, which provides a continuous presence and easier control for the exporter in the buyer's country, while a company can also sell its products abroad indirectly through middlemen commonly called export agents.

Importing, opposite to exporting, is the process of purchasing goods and services from other nations.

Trading companies are large international wholesalers. They serve as a link between buyers and sellers in different countries to facilitate trade. They purchase goods at the best price they can obtain in one country and sell them to buyers in another.

Licensing is a simple way for a manufacturer to become involved in marketing abroad. Under licensing, a producer (licensor) in one country signs an agreement with a manufacturer (licensee) in another country, offering the right to use its company name, products, patents, brands and trademarks, as well as its raw materials and production processes. In return, the licensee agrees to pay

the licensor a flat fee or royalty.

Under **contract manufacturing**, a foreign company produces a certain volume of the firm's product to specification and uses the domestic firm's name on the final product. Contract manufacturing enables the contract manufacturer to get off to a quick start and take on less risk.

Joint ventures are a form of business relations which involves pooling of assets, joint management and a sharing of profits and risks according to a commonly-agreed formula. Legally, the joint venture is a form of partnership, a pattern of business organization which can be adopted by every type of industrial cooperation; in other words, joint marketing, servicing, production, etc., separately or in combination, may be legally organized as a joint venture.

Direct investment is a market-entry strategy which involves the establishment of foreign-based assembly and manufacturing facilities. By direct investment, the company can keep full control over the investment and marketing policies.

Text B

Letter 1

**CHINA NATIONAL IMPORT & EXPORT
CORPORATION, SHANGHAI BRANCH
SHANGHAI**

22nd May 2005

Messrs. David Miller & Co. Ltd.
36-37 Kent Street
Sydney, N. S. W. 200032
Australia

Dear Sirs,

We are in receipt of your fax of the 15th May, from which we understand that you have booked our order for two 15-color Screen Printing Machines.

Our Confirmation Order will be forwarded to you in a few days.

Since the order is placed on FOB basis, you are to ship the goods from Sydney on a steamer to be designated by us. As soon as the shipping space has been booked, we shall advise you of the name of the steamer on which the goods are to be loaded. For further instructions, please contact our forwarding agents, Messrs. Kelly Bros. Ltd. , Sydney, who have hitherto taken care of shipments from you.

As some parts of the machines are susceptible to shock, the machines must be packed in seaworthy cases capable of withstanding rough handling. The bright metal parts should be protected from water and dampness in transit by a coating of slushing compound that will not liquefy and run off under changing conditions.

We trust that the above instructions are clear to you and that the shipment will give the users entire satisfaction.

Yours Faithfully,
China National Import & Export Corp.

Letter 2

Shanghai ABC Foreign Trade Company
46 Hunan Road, Shanghai
P. R. China

Dear Sirs,

We have obtained your address from the Commercial Counselor of your Embassy in London and are now writing you for the establishment of business relations.

We are very well connected with all the major dealers here of light industrial products, and feel sure we can sell large quantities of Chinese goods if we get your offers at competitive prices.

As to our standing, we are permitted to mention the Bank

of England, London, as a reference.

Please let us have all necessary information regarding your products for export.

Yours faithfully,

XYZ Co. , Ltd

John Smith

Manager

Letter 3

Attorney Brothers Ltd.

47 Second Street, London

England

Dear Sirs,

We write to introduce ourselves as one of the largest exporters, from China, of a wide range of Machinery and Equipments.

We enclose a copy of our latest catalog covering the details of all the items available at present, and hope some of these items will be of interest to you.

It will be a great pleasure to receive your inquiries for any of the items against which we will send our lowest quotations.

Should, by chance, your corporation not deal with the import of the goods mentioned above, we would be most grateful if this letter could be forwarded to the correct im-

port corporation.

We are looking forward to your favorable and prompt reply.

Yours faithfully,

Shandong Foreign Trade Company

Li Ning

Manager

New Words & Expressions

international trade 国际贸易

exchange of goods 商品交换

import and export 进出口

purchase *v.* 购买

raw material 原材料

capital resources 资本

economic benefit 经济利益

the theory of comparative advantage 比较优势理论

comparative cost theory 比较成本理论

domestic demand 国内需求

consumer *n.* 消费者

political doctrine 政治信条

visible trade 有形贸易

invisible trade 无形贸易

transportation *n.* 运输, 运输工具

insurance *n.* 保险

tourist expenditures 旅游者消费

remittance *n.* 汇款

investment *n.* 投资

commodity *n.* 产品, 商品

export agent 出口代理商
 trading company 贸易公司
 wholesaler *n.* 批发商
 licensing *n.* 许可证贸易
 manufacturer *n.* 制造商
 licensor *n.* 许可证供方
 licensee *n.* 许可证接受方
 patent *n.* 专利
 trademark *n.* 商标
 flat fee 统一收费
 royalty *n.* 特许权使用费, 版税
 contract manufacturing 合同制造
 joint venture 合资企业
 pooling of assets 资产统筹
 direct investment 直接投资
 strategy *n.* 策略
 marketing policy 市场政策
 Messrs *n.* 宝号, 贵公司, 先生
 forward *v.* 寄送, 寄; 转交, 转递
 on FOB basis 以离岸价为基础
 designate *v.* 选定
 hitherto *adv.* 到目前为止, 迄今
 susceptible *adj.* 易受……影响的
 seaworthy *adj.* 适于航行的
 withstand *v.* 耐得起, 承受得住
 slushing compound 油脂复合物
 liquefy *v.* 液化
 commercial counselor 商务参赞
 embassy *n.* 大使馆
 competitive *adj.* 有竞争力的

standing *n.* 地位, 声望

regarding *prep.* 关于

catalog *n.* 目录

prompt *adj.* 立刻的, 及时的

Notes

1. It concerns trade operations of both import and export and includes the purchase and sale of both visible and invisible goods.

它涉及贸易业务的进出口, 包括购买和销售各种有形和无形商品。

2. The developed countries are rich in skilled work force and capital resources. However, the developing countries lacking skilled workers and capital resources are limited to the manufactures of simple products.

发达国家有丰富的熟练劳动力和资本资源。然而, 发展中国家由于缺乏熟练劳动力和资本, 只能局限于一些简单产品的生产。

3. With the development of manufacturing and technology, there arises another motivation, that is, economic benefit, for nations to trade with each other.

随着制造业和技术的发展, 产生了另一个促使国家间进行贸易的原因, 即经济利益。

4. Besides, the preference of innovation and variety of style also results in international trade, which makes available a wide range of consumer choice of a certain product.

此外, 国际贸易的发生有时也出自对创新和款式的