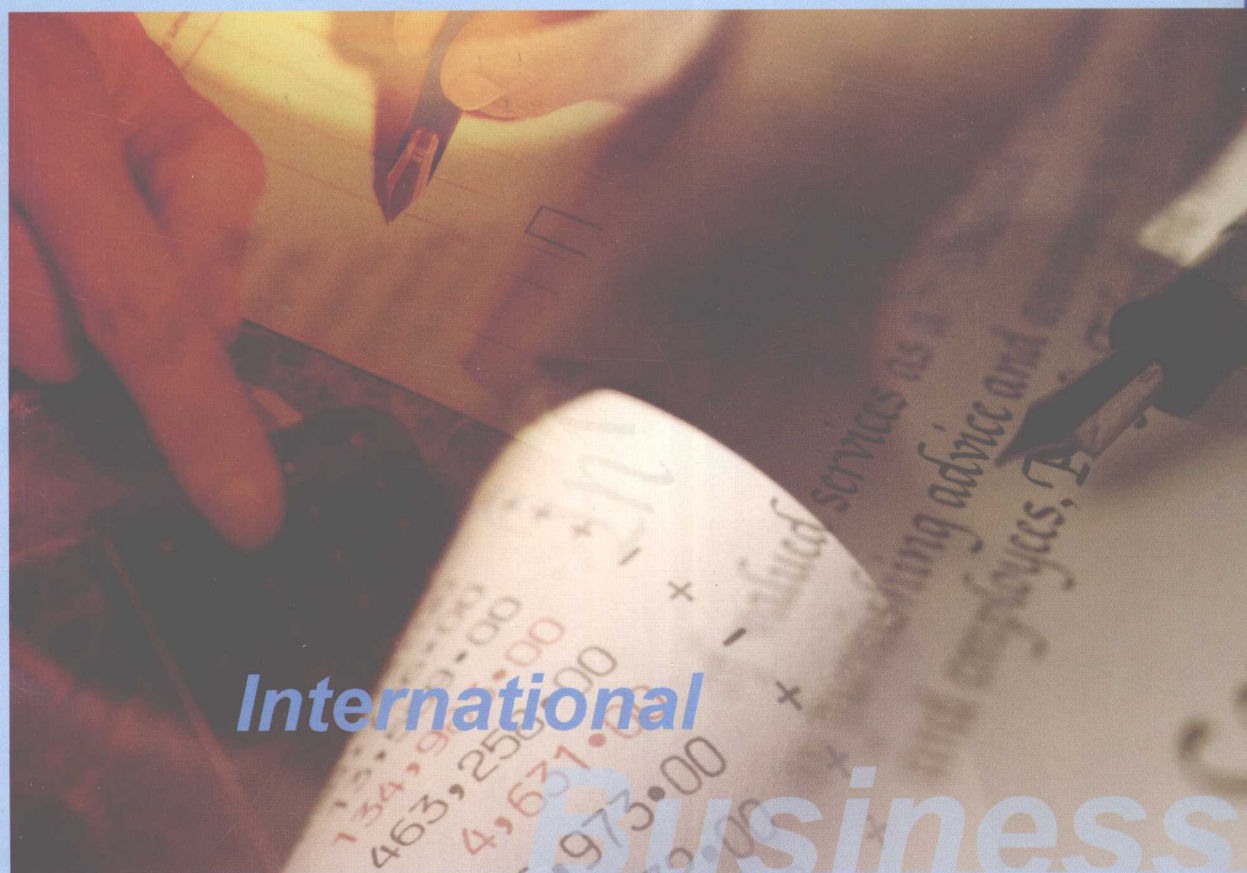


中等职业学校课程改革试验教材

国际商务实用英语

康再生 主编



高等教育出版社
Higher Education Press

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内容提要

本书是中等职业学校课程改革试验教材,是根据上海市教委制定的中等职业学校国际商务专业课程标准编写而成的。

本书主要包括:商务函电(包括交易过程、交易条件磋商、合同履行)、国际货物买卖合同、阅读和分析信用证、阅读外贸单证、外贸对话。全书分为30个任务,每个任务中均设计了训练英语听、说、读、写、译能力的板块,用以提高学生运用英语进行国际商务活动的能力。

本书可供中等职业学校国际商务专业学生使用,也可供从事外贸、商务等相关工作的人员参考。

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前言

随着我国经济的发展,国家把职业教育作为教育发展的重点。为适应职业教育发展的需要,培养实用型、技能型人才,我们根据上海市教委制定的中等职业学校国际商务专业课程标准,编写了本教材。

本教材在编写过程中,本着实用性的原则,突破了以系统理论体系编排内容的方式,集口语、阅读、写作等为一体,采用模块化、任务化的设计模式,无论是商务英语会话,还是商务函电及商务单证等内容,都与行业实际紧密联系,突出实用性,循序渐进,通而易学。

本书可供中等职业学校国际商务专业学生使用,也可供从事外贸、商务等相关工作的人员参考。

全书共有五个模块,30个任务。具体编写分工如下:

模块一: 任务1 康再生 段梅丽

任务2~15 第一部分对话 石小卉

任务2~5 其他部分 傅 纯

任务6~15 其他部分 王亚波

模块二: 任务16~18 张春华

模块三: 任务19~21 康再生

模块四: 任务22~24 康再生 屈 焱

模块五: 任务25~30 石小卉

康再生任主编并对全书进行了统稿,傅纯任副主编。对外经济贸易大学的宓智英教授和中国银行的张长芬高级经济师担任主审,对本书进行了细致的审核并提出了宝贵意见。同时,感谢高等教育出版社相关人员的大力帮助。

由于编者水平有限,书中难免有不妥之处,诚恳地希望广大读者批评指正。

编 者

2007年9月

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模块一

商务函电

第一部分 交易过程

学习目的：

通过本部分的学习，熟悉商务函电的基本格式，了解国际商务交易的磋商过程，掌握交易磋商过程中常用的词汇和表达形式。

主要内容：

交易磋商过程中所需要的信函，包括询价、报盘、还盘、接受、订货等内容。

Task 1

Invitation and Invitation Card



What are we going to learn in this section?

通过学习，了解英文邀请函和英文请柬的一般格式，能看懂英文邀请函和请柬，学会使用常见的表达用语。

I. Learn to speak

- Z: Hello, this is Zhang of ABC Trading Company. Can I speak to Mr. Smith, the project manager?
- S: This is Smith's speaking. Hello Mr. Zhang, nice to hear from you.
- Z: Hi, Mr. Smith, nice to hear you, too. You know, our manager, Mr. Wang, would like to invite you and your general manager for a dinner on Friday evening. Will you be free on Friday?
- S: It's very kind of you to invite us. Let me check up the schedule. Ehn..., it seems no other arrangement that day. I'll speak to my general manager to see if he is free.
- Z: OK. Please ring me up as soon as possible, so that I will send you an invitation card for details.
- S: Sure, I'll call you back later. Bye-bye.

II. Learn to read

1. 邀请函

邀请函是国际商务活动中的一种重要的书信。正式邀请对方参加会议、招待会、晚宴等都需要邀请函或请柬。邀请函和请柬有其自身的特点和格式，在使用中应加以注意。

(1) 发出邀请

Dear Mr. Smith,

We should like to invite you and your company to attend the 2007 International Fair which will be held from 15 to 31 October in Guangzhou. Invitation card containing details will be sent to you under separate cover.

We look forward to your earliest reply and hope that you will be able to attend the fair.

Sincerely yours,

(2) 接受邀请

Dear Mr. Zhang,

Thank you very much for your letter inviting us to participate in the 2007 International Fair. It is our pleasure to accept and attend the fair. We are planning to display our goods as we did in previous years.

We are waiting for your invitation card so that we will be able to apply for necessary visa for the business trip.

Yours truly,

(3) 拒绝邀请

Dear Mr. Zhang,

It is very kind of you to invite us to take part in the 2007 International Fair. We wish to attend, but our company has already arranged another business fair in Europe at that time. In this case, we feel sorry that we could not accept your invitation.

Thank you again for your invitation and we hope to cooperate with you in the future.

Yours ever,

2. 请柬

非常正式的请柬有其独特的格式和用语，一般是印在精美的卡片上，在使用中应注意其用语。

(1) 邀请参加开业典礼

The Board of Directors and
General manager of
ABC Trading Company
request the pleasure of your company
at the Grand Opening of the Company
on Saturday, December 14, 2007
at 3:00 p.m.
at the International Hall, Hilton Hotel

R.S.V.P
(Suit)

Tel: 84911030

(2) 邀请参加晚宴

Mr. & Mrs. Max Rose
President and his wife of B&C Company
request the pleasure of the company of
Mr. and Mrs. Zhang
at Dinner
on Wednesday, June 25 at 7:30 p.m.
at Lotus Restaurant

Regrets only (casual)
Tel: 84911030

(3) 对正式请柬的正式答复

Mr. and Mrs. Zhang
thankfully accept
Mr. & Mrs. Max Rose's invitation
to dinner
on Wednesday, June 25 at 7:30 p.m.
at Lotus Restaurant



Tips:

记住这条原则：你可以对一个正式的请柬作出一个非正式的答复，但
不要对一个非正式的邀请作出正式的答复。

III. Learn to remember

Words and expressions

1. invitation *n.* 邀请

2. attend *v.* 参加

3. fair *n.* 博览会, 展览会

4. ring up 打电话

5. cover *n.* 信封

v. 覆盖

under separate cover 另寄

6. display *v.* 展示, 展览

7. previous *adj.* 先前的, 前面的

8. participate *v.* 参加

9. visa *n.* 签证

10. board *n.* 管理委员会, 管理机构

11. director *n.* 董事, 主任

board of directors 董事会

12. company *v. n.* 陪伴, 公司

13. Grand Opening 开业典礼 *grand adj.* 盛大的, 豪华的

14. R.S.V.P: Reply, if you please. 请回复 (这是法语“请回复”的表达, 请帖中已成固定格式)

15. suit *n.* 礼服, 一套礼服

casual(s) *n.* 便装

16. regrets only 如婉拒请通知. *regret n.* 婉拒, 谢绝

IV. Learn to practice

Useful sentences

1. Thank you for inviting us to join you at dinner.
2. We accept with pleasure and shall be there on time.
3. We regret very much that we are unable to accept your nice invitation for dinner on Saturday.
4. We have a previous engagement at that time.
5. Mr. Smith requests the pleasure of your company at dinner on Friday evening.
6. Mr. Taylor, president of our company, would like to visit your country to continue the trade discussion.
7. We are sending you the completed application form for an entry visa by separate mail.
8. Please reserve two seats for Mr. and Mrs. Taylor on the morning flight on Saturday.
9. We would like to invite your company to attend the Trade Fair.
10. We are sorry that we shall not be able to come.

参考译文:

1. 感谢邀请我们参加您的晚宴。
2. 我们荣幸地接受邀请并将准时到场。
3. 我们很遗憾不能参加您星期六的晚宴。
4. 届时, 我们已经有了安排。

5. 史密斯先生诚邀您参加星期五的晚宴。
6. 我公司经理泰勒先生将访问贵国，以继续我们的贸易谈判。
7. 我们已另寄出全套入境签证申请表。
8. 请为泰勒夫妇预订两张星期六早晨的机票。
9. 我们邀请贵公司参加贸易博览会。
10. 我们很遗憾不能前来参加。

V. Learn to do

Exercises

1. Translate the following words or expressions.

- (1) Invitation card
- (2) take part in
- (3) regrets only
- (4) engagement
- (5) application form
- (6) 请回复
- (7) 签证
- (8) 董事会
- (9) 另寄
- (10) 着便装

2. Translate the following sentences into Chinese.

- (1) We have the pleasure to invite you and your wife for the dinner on Friday evening.
- (2) We regret very much that we are unable to accept your nice invitation for dinner on Saturday.
- (3) It is very kind of you to invite us to your National Day Reception and I will be there on time.
- (4) I regret to say that I have already had an engagement on Saturday evening.
- (5) We enclose the application form for the entry visa to enable Mr. Smith to visit China.

3. Translate the following into English.

- (1) 我们特邀请贵公司参加本次交易会。
- (2) 我们很高兴接受贵方的邀请。
- (3) 很遗憾我们不能参加本次交易会。
- (4) 史密斯先生将于8月6日星期一上午10:00抵达贵处，请安排接机。
- (5) 请预订两张20日飞往纽约的机票。

4. Draft an invitation card according to the information given below and then give a favorable reply.

你的经理张先生要邀请史密斯夫妇参加生日晚宴。

时间：6月21日，晚上8点

地点: 希尔顿饭店一层宴会厅

参加人: 张先生夫妇, 史密斯夫妇等

服装要求: 便装

其他要求: 如不能来, 请电话告知

VI. Supplementary reading

如果你申请到国外进行商务旅行, 你首先需要邀请函以便办理签证。下面是关于索要邀请函的信和签证申请。

1. 要求对方发邀请

Dear Mr. Smith,

Mr. Zhang, General Manager of our company and Mr. Li, Marketing Manager, would like to visit Montreal to continue our business talk for the last transaction. They plan to leave in the second half of May and stay in Canada for about a week. Please let us know if the planned visit is convenient for you and what itinerary you would suggest. If the time of their visit is agreeable to you, will you please kindly sent us an invitation for us to get the necessary visa.

We are looking forward to your earliest reply.

Yours ever, (8)

青民 (9)

莫更普 (10)

2. 给加拿大使馆的签证申请

Dear Sirs,

We enclose the completed application form for an entry visa to enable Mr. Zhang and Mr. Li to visit Montreal, Canada.

Mr. Zhang and Mr. Li will be leaving Beijing on 15 May for a business tour in Montreal. Subject to issue of the visa, they propose to arrive in Montreal on the 17th and to stay there for about a week.

The purpose of their visit is to discuss the business transaction between our company and ABC Trading Co. in Montreal. An invitation from ABC trading Co. is attached to this letter.

Should you require any further information, please call 23456789. We are waiting for your favorable reply.

Yours faithfully, (1)

莫更普 (2)

青民 (3)

莫更普 (4)

青民 (5)

Use the following words and expressions for reference:

(1) apply for

(2) Montreal

(3) itinerary

(4) attach

(5) visa

莫更普 (6)

青民 (7)

Task 2

Establishing Business Relations



What are we going to learn in this section?

通过学习，能看懂与建立业务联系相关的信函，掌握介绍某个公司的相关词汇，能使用相关句子，建立初步联系。

I. Learn to speak

- A: Hello, I'm Michael Gates, from Douglas'. Here is my name card. I came here today to inquire about the possibility of establishing business relations with your company.
- B: Hello. Mr. Gates. My family name is Cui. Here is my name card. Welcome to our company.
- A: Glad to meet you, Mr. Cui. We'd like to order some silk clothing if your products are suitable.
- B: We'll see what we can do for you. Let me show you around our showroom first. You'll see all kinds of silk products made in our company there. This way, please.
- A: Thanks.
- B: Here we are. Please have a look. Here are the product catalogues. Each product has the detailed descriptions on the catalogue. If you are interested, please let me know.
- A: I will show around now.

II. Learn to read

商务信函与一般的信件在格式上有所不同。下面这封信是出口商发出的希望与其他公司建立业务联系的信函，尤其注意信中日期、地址等的写法和位置。

1. 希望建立业务关系的信函

SHANDONG TEXTILES IMPORT & EXPORT CORPORATION

23-26th fl., Shandong International Trade Mansion

51 Taiping Rd., Qingdao, P. R. C. 266001

Tel: 0086-532-2971666

Fax: 0086-532-2971703, 2971704, 2971705

Email: inquiry@shantex.com.cn

July 8, 2007

Derby Textiles Limited

Basni, II Phase

Marudhar Industrial Area

Jodhpur, Rajasthan 342005

India

Dear Sirs,

We get your name and address from our Commercial Counselor's Office in your country. We are informed that you are interested in Chinese cotton piece goods. As this item falls within the scope of our business activities, we shall be pleased to enter into direct business relations with you at an early date.

To give you a general idea of the various kinds of cotton piece goods now available for export, we enclose a brochure and a price list. Quotations and sample books will be mailed to you upon receipt of your specific enquiry.

We look forward to your favorable reply.

Yours faithfully,

(Signed)

Wang Jian—Export Manager

2. 对上述信函的答复

Derby Textiles Limited

Basni, II Phase, Marudhar Industrial Area

Jodhpur, Rajasthan 342005

India

July 12, 2007

Shandong Textiles Import & Export Corporation

23-26th fl., Shandong International Trade Mansion

51 Taiping Rd., Qingdao,

P. R. C.266001

Dear Mr. Wang,

Thank you for your letter of July 8. We would like to have an enquiry for the supply of approximately 50,000 meters of cotton piece goods. We enclose our buying samples, which will show you the quality required.

Please send us by airmail your samples corresponding to our buying samples with the best price CIF Bombay for pure cotton goods that you can supply within two months after receiving the order.

We shall be obliged if you will give us your immediate and careful attention.

Yours faithfully,

(Signed)

3. 另一封希望建立业务关系的信函

Faulkner Textiles Limited
621 Court Street
Worcester, MA 03210
USA

日期: July 8, 2007

Derby Textiles Limited
Basni, II Phase
Marudhar Industrial Area
Jodhpur, Rajasthan 342005
India

Dear Sirs,

Your company has been kindly introduced to us by Messrs Freeman & Co. Ltd., Lagos, Nigeria, as prospective buyers of textile products. We wish to inform you that we specialize in textile production and shall be pleased to enter into business relations with you.

We have been engaged in this line for over forty years and enjoyed a good reputation among our customers both home and abroad. We enclose a complete set of leaflets showing various products with detailed specifications. Quotations and samples will be sent upon request.

If you are interested in our products, please contact us. We hope business will be materialized owing to our mutual efforts.

We should be obliged if you should give us an early reply.

Yours faithfully,

(Signed)

John Faulkner

Manager

III. Learn to remember

Words and expressions

1. Commercial Counselor's Office 商务参赞处 (往往设各国驻外使馆内)
2. cotton piece goods 棉匹布
3. scope *n.* (活动、影响的) 范围
4. fall within the scope of our business activities 在我方经营范围之内
4. enclose *v.* 装入, 封入; 随信附上, 随函寄去
- enclosure *n.* 附件

We enclose a copy of our catalogue. 随函寄去我方商品目录一份。

Enclosed is a copy of our catalogue. 随函寄去我方商品目录一份。

Please find enclosed a copy of our catalogue. 随函寄去我方商品目录一份, 请查收。

5. brochure *n.* (关于商品宣传的) 小册子
6. price list 价目表
7. quotation *n.* 报价
8. sample *n.* 样品
sample book 样品本, 样品簿
9. receipt *n.* 收到; 收据
upon/on receipt of 一收到 (就立即)
Upon receipt of your L/C, we shall effect shipment without delay.
一收到贵方信用证, 我们将立即装船。
10. look forward to sth/doing sth 希望, 盼望 (to是介词)
We look forward to your favorable reply. 盼佳音。
11. buying samples 采购样品
12. quality *n.* 质量
13. corresponding to 与……相符, 与……一致
14. the best price CIF Bombay 成本加运费加保险费孟买最优价
15. order *n.* 订单, 订货
16. obliged *a.* 感激的

IV. Learn to practice

Useful sentences

1. We have been informed by the Bank of Canada, Vancouver that you are one of the leading exporters of textiles in China.
2. We write to introduce ourselves as exporters of fresh water pearls having many years' experience in this particular line of business.
3. We have been engaged in exporting cameras for 20 years and are closely connected with large manufacturers in our country.
4. We are a trading company involved in import and export business throughout the world.
5. We take the liberty of writing to you with a view to doing business with you.
6. We are enclosing our latest illustrated catalogue together with the price list.
7. Should you find interest in our items, kindly let us know.
8. We are in the market for raincoats. We should be pleased if you would send us particulars of your products.
9. Will you please quote us your lowest/most competitive prices for the goods listed below.
10. We require for prompt delivery of 50 metric tons of walnuts and shall be glad to receive your offer as soon as possible.

参考译文:

1. 加拿大银行温哥华分行告知我们, 贵公司是中国主要纺织品出口商之一。
2. 特来函自我介绍, 作为淡水珍珠出口商, 我们在这一业务方面有着多年的经验。

3. 我方从事相机出口已达20年，与本国大厂商有着密切的关系。

4. 我们是一家生意遍及世界各地的进出口公司。

5. 我们冒昧向您致函，希望和你们做生意。

6. 随价目表附寄本公司最新图解目录。

7. 如贵方对我们的商品感兴趣，请告知我方。

8. 我们正在觅购雨衣。如果您能寄来贵方产品详细资料，我们将十分高兴。

9. 请给我方报出下列商品的最低/最具竞争力的价格。

10. 我方急需50公吨核桃，希望能尽快收到你方报价。

V. Learn to do

Exercises

1. Translate the following words and expressions.

- (1) enter into business relations with
- (2) look forward to
- (3) upon receipt of
- (4) be engaged in
- (5) line of business
- (6) 专门经营……
- (7) 早日答复
- (8) 具体询盘
- (9) 潜在客户
- (10) 在我方经营范围之内

2. Complete the following letter with proper words and expressions and then translate it into Chinese.

Dear Sirs,

We have come to know your (1) _____ from the magazine Textile Journal and take pleasure of (2) _____ this letter to you with the hope of establishing (3) _____ with you.

We (4) _____ the export business of Chinese cotton piece goods which enjoy great popularity in the world market. We are sure through our (5) _____ efforts, our products can also be popular in your country. We (6) _____ the latest catalogue and price list for your reference and hope that you would (7) _____ us if you find (8) _____ in our items.

We (9) _____ your early (10) _____ with much interest.

Yours faithfully,

3. Read the following letter. And then, write a letter of reply to the exporter, showing your interest in trading with them.