

国内贸易部部编教材

主编 张莲英



外贸英语



中国物资出版社

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修 订 说 明

跨入 21 世纪,我国对外贸易的形势以令人欢欣鼓舞的势头展现在我们的面前,尤其是在加入了 WTO 组织以后,更为我国的对外贸易以及经济贸易合作平添了推波助澜的作用。为适应这一市场经济发展的新形势,按照建立社会主义现代企业制度和“建立大市场,搞活大流通,发展大贸易”的要求,结合我国财税,金融体制等改革情况。并通过数年的教学效果追踪调查,编者对本教本作了进一步的修订、完善,以适应当前高等职业院校、职业培训中心、专业技术学校及自学者学习需要。

本教本在原教本的基础上作了适合于当前教学要求的变动。精编了导言部分;增加了正文的案例,以帮助学习者熟悉了解书面语和谈判语;补充了与每单元专业相关的专业术语提示,以帮助学习者掌握更多的专业词汇;扩大了注释范围,以帮助学习者更好地理解案例;添补了相关的词汇;修订了语言结构题和练习操作题,以便于学习者对专业英语基础知识的学习理解,消化吸收,训练其实际运用能力。本教材附录部分有装运单据、专业词汇、以便于学习者查阅。

本教本的全部修订工作由南京财经大学张莲英(主编),北京物资学院刘荔(副主编),江苏省广播电视大学付景芳(副主编)

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合力完成。本书修订编撰过程中，得到了南京财经大学吴维智副教授、陶文庆主任、冯玉川主任的关心和支持。在此，谨表谢意。

由于修订编撰时间仓促，错误和缺点在所难免，希望经贸界的行家们和使用本书的同志们多提宝贵意见，以便及时更正。

编者

2004年6月

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Chapter 1

Establishment of Business Relations

Introduction

In international trade suppliers and buyers usually do not know each other before transactions. They are in search of each other before transaction. The first step for both to take is to establish and develop extensive business relations with each other, during which course one should get to know the other's credit status, business scope and ability, and attitudes of his clients. There are four main channels through which he can inquire about the above information: a) banks b) industrial and commercial circles c) his country's commercial institutes in foreign countries d) foreign commercial counsellor's office in his country. The commercial institutes of his own country can provide the most reliable information. Besides, he can consult the advertising literature issued by business organizations abroad, newspapers, journals, advertisements, or the firms in the same line, to acquire the names and addresses of the firms with which he wants to establish business relations.

Having been informed of the names and addresses of the firms he can write them demanding to establish business relations with them.

This kind of business letters usually begins with how and from which institution he has got informed of the names and addresses of the firms he writes to. Secondly he may express his wishes and requirements to establish business relations, to deal and to cooperate with them. Thirdly he is to introduce something about his own company, e. g. business scope and

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operation, distribution of its branches. Fourthly he may, for the convenience of the other party, provide references as to the credit status of his company. Then, lastly, he may write what he needs or what he wants to sell.

A letter of such kind should be replied immediately whether the receiver can comply with the sender's demand or not. This will lay the foundation for the transactions in future. A tactful decline is much better than delay in reply or ignoring.

Letter A

Shanghai Branch
China National Import & Export Corp
Shanghai
China

April 5, × × × ×

W. H. Wallace & Co.
176th. Louis Street
Croydon, England

Dear Sirs,

On the recommendation of Messrs. William & Co. Ltd., London, England, we have learned with pleasure the name and address of your firm. We wish to introduce ourselves to you as a staterun corporation dealing exclusively in light industrial products and willing to enter into business relations with your firm on the basis of equality and mutual benefit and exchanging what one has for what one needs.

To acquaint you with the goods we handle, we are sending you, by separate airmail, a commodity list and several sample books for your ref-

erence. If you find any of the items interesting, please let us know as soon as possible. We shall make offers upon receipt of your concrete enquiries.

We await your early reply.

Yours faithfully,
(signature)

Letter B

P. S. RHINES 7 COMPANY

249 Eddy Street

San Francisco 2, CA

U. S. A.

July 22, x x x x

Messrs. Ishida & Company, Ltd.
Tokyo, Japan

Gentlemen:

Your name and address have been secured from our Chamber of Commerce who stated you are interested in forming import and export connections for various commodities and products.

In the event you have not as yet established definite connections, we would like to have you consider ourselves. While our firm was originally established to act as distributors of Industrial Machinery for our domestic market, a recent change in management has also changed the firm's policy with regard to distribution.

Due to the many years' experience of the writer in Foreign Trading, we are interested in building suitable and lasting trading connections

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throughout the world. Long established direct factory connections allow us to be most competitive in many lines and especially in our industrial machinery line.

We would also like to handle one or two good lines from your country which could be distributed throughout the United States at competitive prices, and which would be conducive to establish a steady supply and lasting market.

We should be most happy to receive a reply from your good firm outlining your views, desires and proposals, and how in your opinion we could work together to our mutual benefit.

If need be, we are also in a position to act as your United States Purchasing Agent on a commission basis.

We now await your early reply with interest.

Very truly yours,

P. S. RHINES & COMPANY

(signature)

P. S. Rhodes, Jr, Manager

A Dialogue

Black: How do you do? I am from the Pacific Mechanical Company. My name is Henry Black. I've got your name and address from the Commercial Councillor's Office of the Chinese Embassy in Rome. Here is my business card.

Zhang: Thank you. How do you do, Mr. Black? I'm Zhang Jie. Please to meet you. Take a seat, please.

Black: Thanks, Mr. Zhang.

Zhang: Well, Mr. Black, I'll assure you of our best attention. From your business card, I can see your line of business is wholesale suppl-

ying.

Black: Yes, our speciality back in Italy is wholesaler supplying of screws, bolts, nuts, pins, studs and that kind of thing.

Zhang: For wood or for metal?

Black: For both. Now, do you make machines for producing such things?

Zhang: Yes, automatic, semi automatic, and manual.

Black: We'll want automatics. Where can I see some of your machines so that I can get a better idea of what you supply?

Zhang: We have an exhibition hall not far away from here. Would you like to go there right away? I have a car outside.

Black: Ok.

(They go into the exhibition hall)

Black: After I have seen your exhibits, I should say your exhibits have left a deep impression on me. I've found some of them fine in quality. I'm especially interested in your pins and studs.

Zhang: Our products are known for their high quality. They are always in great demand domestically and abroad.

Black: May I take the quotation and pattern books so that I can examine further?

Zhang: Of course. How many copies would you like to have?

Black: Six, please. I'd like to airmail some back. I'm sure I'll come here back for another meeting.

Zhang: Fine. Call again any time you like.

Black: I surely will. Goodbye.

Zhang: Goodbye, Mr. Black.

Word List

- recommendation [rekəmen'deɪʃən] *n.* 推荐,介绍
Messrs. ['mesəz] = messieurs, Mr. 的复数
pleasure ['pleɪə] *n.* 高兴,快乐
firm [fə:m] *n.* 商号,公司
state-run *adj.* 国营的
state-owned *adj.* 国营的
state-operated *adj.* 国营的
deal [di:l] *vi.* 经营,做买卖
exclusively [eks'klusivli] *adv.* 专有的,惟一的
equality [i'kwəliti] *n.* 平等
mutual ['mju:tʃuəl] *adj.* 相互的
benefit ['benefit] *n.* 利益,好处
handle ['hændl] *v.* 经营,买卖
separate ['sepərit] *adj.* 分隔的,不相连的
commodity [kə'mɒditi] *n.* 商品
list [list] *n.* 目录,一览表
sample ['sɑ:mpl] *n.* 样品
reference ['refərəns] *n.* 参考,参阅
item ['aɪtəm] *n.* 项目,条款;商品
offer ['ɔ:fə] *n. & v.* 报盘,报价
receipt [ri'si:t] *n.* 收条,收据;收到
concrete ['kɒkri:t] *adj.* 具体的,有形的
enquiry [in'kwaiəri] *n.* 询盘,询问
mechanical [mi'kenikl] *adj.* 机械的;手工操作的;力学的
councillor ['kaunsələ] *n.* 参赞;顾问
embassy ['embəsi] *n.* 大使馆

- line [lain] *n.* 专业; 货色
 wholesaler ['houlseilə] *n.* 批发商
 screw [skru:] *n.* 螺丝钉
 bolt [boul] *n.* 螺钉; (门窗等的) 插销
 nut [nʌt] *n.* 螺钉帽
 stud [stʌd] *n.* 饰钉; 双头螺栓
 automatic ['ɔ:tə'mætic] *adj.* 自动的; 机械的
 manual ['mænju:əl] *n.* 手工做的; 用手的
 impression [im'preʃən] *n.* 印象; 感想
 quotation [kwou'teiʃən] *n.* 报价
 secure [si'kjʊə] *vi.* 获得; 促成; 招致
 chamber ['tʃæmbə] *n.* 协会; 议会; 会所
 commerce ['kɒməs] *n.* 商业; 贸易
 distributor [dis'tribju:tə] *n.* 经销者; 分配者
 domestic [də'mestik] *adj.* 国内的; 国产的
 competitive [kəm'petitiv] *adj.* 竞争的; 竞争性的; 比赛的
 conductive [kən'dʌktiv] *adj.* 指导性的; 传导性的; 指导上的
 steady ['stedi] *adj.* 稳固的, 不变的
 proposal [prə 'pouzəl] *n.* (建设性的) 提出; 建议

Additional Words and Expressions

- | | | | |
|------------------|----------|-----------------|----------------|
| department store | 百货商店 | chain store | (美) 联营商店; 连锁商店 |
| multiple store | (英) 联营商店 | supermarket | 超级市场 |
| mail order store | 邮购商店 | shopping center | 采购中心 |
| variety store | (美) 杂货店 | grocery yin | (英) 杂货店 |
| drug | 药店 | bazaar | (东方国的) 市场 |
| boutique | 妇女时装用品商店 | stand; stall | 货摊 |
| enterprise | 企业 | concern | 商行, 企业 |

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establishment 公司, 企业	incorporation 股份公司
trust company 信托公司	holding company 控股公司
joint stock company 联合股份公司	subsidiaries 子公司, 分公司
international group 国际集团公司	multinationals 跨国公司
consortium 国际财团	conglomerate 联合大企业
head office 总公司	sub branch 支公司
circular letter 商业通函	pamphlet 小册子
nomenclature 目录	brochure 简单装订小册子
catalogue 商品目录	service manual 操作手册

Notes To the Text

1. On the recommendation of Messrs. William & Co. Ltd. , London, England, ...

承蒙英国伦敦 William 有限公司荐告……

2. as a state-run corporation dealing exclusively in light industrial products.

作为一家专门经营轻工产品的国营公司

3. on the basis of equality and mutual benefit and exchanging what one has for what one needs

在平等互利, 互通有无的基础上

on the basis of 在……的基础上

What one has for what one needs 是 exchange 的宾语从句, 而 what one needs 则为 for 的宾语从句

4. We are sending you, by separate airmail, a commodity list and several sample books for your reference.

我方将另函航寄商品目录供你方参考。

by separate airmail = under separate cover 另邮, 另寄, 如表示“随函”, 可以用 under cover 或 enclose

for your reference 供你方参考

5. We shall make offers upon receipt of your concrete enquiries

—收到你方具体询盘,我方即可报盘。

upon receipt of sth. —收到… …就… …

concrete enquiries 具体询盘(详见 unit Two)

6. Your name and address have been secured from our Chamber of Commerce.

我方从商会那里得知贵公司的名称及地址。

7. In the event you have not as yet established definite connections.

如贵公司在本地上尚无固定客户。

in the event (that) ... 常引出条件状语从句。

8. Our firm was originally established to act as distributors of Industrial Machinery for our domestic market.

本公司原经营工业机械在本国的批发零售业务。

9. Long established direct factory connections allow us to be most competitive in many lines and especially in our industrial machinery line.

由于与生产厂家的长期直接联系,我们在许多行业中,尤其是在工业机械方面最有竞争力。

10. We would like also to handle one or two good lines from your country which could be distributed throughout the United States at competitive prices.

我方也愿意从贵国进口一二种优良产品,以有竞争力的价格在美国销售。

11. We are also in a position to act as your United States Purchasing Agent on a commission basis.

此外,本公司愿意以收取佣金为条件充当贵公司在美国的采购代理。

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12. I'll assure you of our best attention.

我们一定大力配合。

assure sb. of sth. 向某人保证(做好)某事;使某人确信(能做好)某事

13. fine in quality 质量好 = good in quality 质量好

high / excellent / superior in quality 可释为“质量上乘”

inferior in quality 则释为“质量低劣”

14. May I take the quotation and pattern books so that I can examine further?

我可否把这些商品目录和样本书带回去再看看?

pattern books 意思同 sample books.

15. Layout of a business letter... 商业信函的格式

商业信函的格式一般含有下列几个部分:

(1) 信头 (letter head): 信头一般都是事先印就好的,它注明了发信人的公司行号名称和地址,电话号码,电报挂号,专用电码 (code),电传和传真号码以及经营的业务范围,甚至公司的负责人姓名,及职务职衔也可包括在内。为了确保信件能送到你所要送达的人,同时也为了便于查对,信头下面还可印有编号 (Reference No.), 编号可分为你方编号和我方编号。

(2) 日期 (Date): 日期应距信头三至六行。缩进式的信,日期一般打在信头下的右上角;平行式(垂直式)的信亦可打在左上角。日期可按“日、月、年”的次序排列(英国习惯),亦可按“月、日、年”的次序排列(美国习惯);数字可用基数词或序数词。

如: 5th October, 2000 5 October, 2000

或 October 5th, 2000 October 5, 2000

注意月份需全部写出,不要用缩写。

(3) 封内行名和地址 (Inside Name and Address): 这是指收信人的公司名称和地址,打在左边,一般距日期两行。但有时政府机构所

发的信则将公司名称和地址写在信末的左下端。

英文信函的地址一般含下列四部分：

- ①门牌号码和街(路)名
- ②城市名
- ③县、州(省)名及邮政编码(Post Code 或 Zip Code)
- ④国名

为确保信函能迅速送达收信人，一定要缮写邮政编码和国名，因为世界上同一名称的城市可能有好几个。信函中使用的礼节上的称呼很多，一般情况下，收信人为男士，用“Mr.”或“Esq.”；收信人为女士，用“Miss”“Mrs.”或“Ms.”。“Mr.”应放在姓名之前，如“Mr. Brown”；而“Esq.”则放在姓名之后，并加一逗号，如“White Esq.”。但“Esq.”在美国只限于某些人使用，如法官，地方长官等。如收信人有职称的话，那么就用其职称称呼，如：“Dr. Smith”，“Prof. Brown”等。“Miss”用于未婚女子，“Mrs.”用于已婚女子，“Ms.”则不受婚否限制。因此，在不知收信人的婚姻状况时有，用“Ms.”为最妥。商业信函中，“Messrs.”一字作为对公司的尊称，应用很普遍，但需注意只有在公司的名称由人的姓名组成时，才能使用。

如：Messrs. Black & White Co.

Messrs. Johnson & Co.

但在下列情况下，即使公司名称是由人的姓名组成，也不应加“Messrs.”，如：

(1) 写给公司中具体某一人信

Mr. Charles Snow Robinson & Co.

(2) 公司名称中已包括其职衔。

Dr. Graystone & Co.

(3) 公司名称前有定冠词“The”

The Wales Machinery Co.