



中央广播电视大学教学用书

高等经贸院校教学用书

INTERNATIONAL BUSINESS TALKS

经贸英语 会话

陆墨珠 编著



中国国际广播出版社

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前 言

《经贸英语会话》是中央广播电视大学和对外经济贸易大学(继续教育学院)联办文科英类英语专业(外贸)的专业必修课——外贸英语口语课统一使用的教材。

教材内容丰富、实用,配有大量练习,附课文译文、练习参考答案等等,不仅适用电大,还可供其他院校经贸专业或自学者使用。

教材由对外经济贸易大学继续教育学院特邀本校陆墨珠教授新编。陆教授是本校国际交流学院经贸英语研究生导师,对经贸英语有较丰富的教学 and 实践经验,造诣较深。本教材不仅包括询价、报价、还价、成交等一般主要业务环节,还涉及国际信贷、交钥匙工程项目、工程分包、合资经营、投标与技术转让等等,颇具特色。

本教材的出版首先要感谢中央广播电视大学基础部等有关部门的大力协作,更需要感谢基础部鄂鹤年、刘黛琳、杨启宁等同志的全力合作。本教材的出版得到对外经济贸易合作部人教司干训处的领导和同志们的大力支持,得到对外经济贸易大学学校领导和其他有关院系领导的关怀,在此,谨向他们致谢。

本教材的出版也是对外经济贸易大学继续教育学院图书资料部、外贸外语学系等有关部门在学院领导下通力合作的结晶。

对外经济贸易大学
继续教育学院
1994年12月

编 者 的 话

经贸英语作为国际商务活动中通用的一种专业语言，是开展对外经济贸易活动的重要工具。近年来，随着我国改革开放事业的迅速发展，我国同世界各个国家和地区的经济合作与贸易往来日益增多。经贸英语也日益受到社会各界人士的重视，在日常经济生活和工作中被广泛应用。

为了培养重点面向基层的经贸英语方面的应用型专门人才，以适应加快改革开放和现代化建设的新形势，以及进一步发展对外贸易和经济合作的需要，中央广播电视大学规划决定，由对外贸易经济合作部开设外贸英语专业课程，有关课程设置、教材编写等工作均由对外经济贸易大学继续教育学院负责办理。本书就是为其中的外贸英语口语课专门新编的教材。

根据中央广播电视大学文科英语类教学计划，外贸英语口语课的教学要求，主要是以技能训练为主，使学员通过学习能初步掌握外贸英语听、说的基本技能，以正确、清楚的语音语调，用英语进行一般对外经贸业务谈判和生活接待。为此，这本教材主要是采用场景教学法，介绍各种不同场合和背景下对外经贸业务活动和生活接待中常用的对话内容和口语词句，按照一般对外经贸业务的主要环节和不同业务联系交往情况，分为14课业务谈判和1课生活接待对话，每课包括两种不同典型的对话内容。在附录中还附有8段不同场景的生活口语，以及本书课文译文答案等。

本书由对外经济贸易大学国际交流学院陆墨珠教授编写，经对外经济贸易大学黄震华副校长、国际交流学院王学文院长和英

语系李平主任审阅，英语部分还经美国志家 G·Masters 审阅。参加编写工作的有郭紫秋、马丹、赫聪、姚晶晶等同志。在本书编写过程中还得到对外贸易经济合作部人事劳动教育司和对外经济贸易大学有关领导的指导和支持，以及有关外贸、工贸总工司提供素材、给予大力协助，在此一并表示衷心的感谢！

由于对外经贸活动领域比较广泛，对外业务谈判情况比较复杂，本书内容难免有考虑不周和安排不当之处，欢迎读者特别是有关教学工作者和学员，结合实际学习和应用情况加以指正，以便继续进行补充修订。

编 者

1994 年 3 月

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LESSON 1

INQUIRY

(1) General Discussion

Mr. Wang, President of China Products Corporation, and his sales manager, Mr. Chen, are having a general discussion with a Canadian importer, Mr. Cooper, on the sale of Chinese products.

Wang: Welcome to China, Mr. Cooper.

Cooper: It's indeed a great pleasure to see you again, Mr. Wang.

Wang: Mr. Cooper, this is Mr. Chen, our sales manager.

Cooper: How do you do, Mr. Chen?

Chen: Welcome to this Corporation, Mr. Cooper.

Wang: Won't you sit down, please?

Cooper: Thank you.

Wang: Our representative in Vancouver faxed that you showed an interest in some of our products on display at the October Exhibition there. Now, we'd like to know if you have any specific requirement in mind.

Cooper: Yes, we have. I've brought with me a list of the quantity of your products we'd like to import for the second half of this year. Here's a copy of it.

(Handing Wang a list.)

Wang: Good. (Glancing over the list with Mr. Chen.)

Well, Mr. Cooper, most of the items listed are available this year. Our Mr. Chen here will discuss with you in detail the sales terms and conditions. I hope we can come to an agreement and sign the contracts soon to enable timely delivery.

Cooper: I hope so, too. Now, I'd like some of your sales literature and a price list for all of your export articles.

Chen: Here are our catalogue and price list. The catalogue lists all the commodities we export, and the price list gives indicative prices for all our export articles.

Cooper: Thank you, Mr. Chen. What are your normal export terms?

Chen: We normally export CFR.

Cooper: What commission do you usually pay for your exports?
As you know, we import on commission basis.

Chen: That can be discussed.

Cooper: All right. When can we meet again for more specific discussions, Mr. Chen?

Chen: What about tomorrow morning at nine? I'll come over to your hotel.

Cooper: I'll be expecting you, then.

(2) Sales Promotion

Mr. Wu, representing a Spanish firm, is talking to Mr. Li of

Metals and Minerals Corporation, trying to promote sales of their steel products.

Wu: My firm has sent me here to inquire about the possibility of promoting our steel exports to China.

Li: I think you have chosen the right market at the right time, Mr. Wu. With the fast development of different branches of our economy, a large number of high-rises are being built in different cities. Vast quantities of steel is needed.

Wu: I'm glad to hear that. So, you mean I have chosen the right market and at the right time?

Li: Yes, I believe you have also made the right contact, because we are one of the largest steel importers in China.

Wu: That's why you were recommended to us at the Exhibition. I'll make full use of this opportunity to sell our steels here.

Li: I'll be pleased to help.

Wu: Thanks very much. Here are our latest catalogue, price list and specifications. I'll leave them with you for distribution to prospective buyers.

Li: I'll do so. We'll also study the material carefully, for your steel is new to this market. We used to import from Japan and Germany.

Wu: Here's some more material. You'll see our steel compares favourably with German products in both quality and price.

Li: We'll transmit the material and information to the

prospective buyers in this country and let you know as soon as there are specific inquiries.

Wu: Thank you.

Li: Do you also sell alloy steel?

Wu: No, we don't. But we also sell steel according to specifications or for special purposes.

Li: (Looking at the price list) Do you usually sell CIF? We'd rather you quote FOB. Our own fleet will do the transport.

Wu: That can be considered.

Li: By the way, we have an inquiry for steel tubes.

Wu: Steel tubes are no longer available for the year. But, if an order is placed in advance, the tubes can be delivered in the first quarter of next year.

Li: I see. I'll pass this information on to the users and let you know the results.

Wu: Thank you, Mr. Li.

Words & Expressions

Inquiry *n.* 询价; 询价单

They sent us several inquiries for chinaware last year.

去年收到他们几份瓷器询价单。

inquire *v. t., v. i.* 询问; 询价

Mr Brown inquired for 500 tons of Peanuts last month.

上个月布朗先生对 500 吨花生仁提出

询价。

He inquired about the possibility of importing directly from China.

他询问从中国直接进口的可能性。

They promised to inquire into the case.

他们答应对此事进行查询。

They inquired after your health this

morning.

今天上午他们问你身体可好。

sales manager 销售经理

supply *n.* 供应; 提供

Right now, supply exceeds demand in the market.

目前市场供过于求。

We will receive new supplies of nuts in a week.

我们一周内可收到果仁新货。

The article is in short supply now.

这种商品目前缺货。

supply *v. t.*

We will supply you with the new crop.

我们供给你们新粮。

fax *v. t., n.* (发) 传真 (电报)

representative *n.* 代表

exhibition *n.* 展览会

specific *adj.* 个别的; 具体的

require *v. t.* 需要; 要求

The machine requires maintenance.

这台机器需要保养。

We have fulfilled all that is required by the contract.

我们已经完全按合同要求履行了义务。

requirement *n.*

We'll fulfil the requirements of the contract to the letter.

我们将严格按照要求履行合同。

import *v. t., n.* 进口

Food imports are decreasing now.

食品进口正在减少。

quantity *n.* 数量

What quantity can you supply?

你能供应多少?

Only a small quantity is available.

只能供给少量。

Large quantities of foodgrain have arrived.

大量粮食到货了。

available *adj.* 可供的

terms and conditions 条件

agreement *n.* 合约; 协议

agree *v. i., v. t.* 同意

I agree.

我同意。

Finally, we agreed on the contract terms.

最后我们就合同条款达成了协议。

We agree that the price is workable.

我们同意这个价格是可行的。

come to an agreement 达成协议

contract *n.* 合同

We entered into a contract with the firm last year.

去年我们同该公司签订了一项合同。

contract *v. i.* 订立合同

We contracted with them for 100 tons of nuts.

我们同他们签订了一百吨果仁的合同。

timely *adj.* 及时的; 适时的

delivery *n.* 交货

Delivery is to be made in June.

六月份交货。

We have to postpone the delivery to next month.

我们须将交货推迟到下月。
Who will take delivery of the goods at destination?
由谁在到港提货?
literature *n.* 资料
price list 价格表
catalogue=catalog *n.* 商品目录
indicative *adj.* 参考性的
export *v. t., n.* 出口
exporter *n.* 出口商
CFR=cost and freight 成本加运费价
commission *n.* 手续费; 佣金
firm *n.* 公司; 商号
firm *adj.* 固定的
a firm offer 实盘
promote *v. t.* 促进
sales *n.* 销售; 销售额
high-rise 高层建筑
contact *v. t.* 联系
contact *n.*
to get in contact with sb. 同某人联系
recommend *v. t.* 推荐
opportunity *n.* 机会
latest *adj.* 最近的; 最新的
specifications *n.* (复) 规格
distribution *n.* 分配; 销售; 经销
prospective *adj.* 预期的; 有希望的
favourable *adj.* 有利的; 优惠的
favourably *adv.*
quality *n.* 品质
transmit *v. t.* 转交
alloy *n.* 合金
alloy steel 合金钢

according to... 按照
purpose *n.* 目的
quotation *n.* 价格表; 开价
We are sending you a quotation for 40 tons of steels.
送上 40 吨钢材报价单一份。
quote *v. t.*
The price we quoted is firm for 24 hours only.
我方报价 24 小时内有效。
CIF=cost, insurance and freight 成本, 保险费加运费价
FOB=free on board 船上交货价; 离岸价格
fleet *n.* 船队
transport *n.* 运输
consider *v. t.* 考虑
by the way 另外……
tube *n.* 管子
steel tubes 钢管
order *v. t.* 订货
We are ready to order more this year.
我们今年准备增加订货。
order *n.* 订货单
We placed an order with that firm for garments last month.
我们上月向那个公司订购了一批服装。
advance *v. i., v. t., n.* 提前; 垫付(款)
in advance 提前
pass on sth. to sb. 把某物转交给某人

Useful Sentences

询价

1. We are potential buyers (experienced importers) of fine chemicals.
2. There is a high demand for cotton textiles in our market. May I have a copy of your catalogue?
3. The purpose of my present visit is to explore the possibility of developing bilateral trade.
4. I wonder if your firm supply toys (What do you specialize in?) (What are the main items you deal in?)
5. I think your brocades and silks are beautiful. I'm sure there will be a market for them in my country.
6. We are interested in contacting prominent manufacturers in your country with a view to choosing production lines suitable for our market.
7. We generally order only after having seen samples; please send us a few samples of your products.
8. If you can supply the goods as required, please make us a firm offer and quote your lowest prices.
9. Please take into consideration when quoting a price that we may place regular orders for large quantities.
10. We suggest that you calculate your prices FOB and make certain your prices are the lowest possible.

答复询价

1. Here's a copy of our latest catalogue asked for in your fax of yesterday.
2. The type you require is out of stock now. And, the manufacturers are heavily booked up for months to come.
3. We will keep in mind your requirement for these items and will contact you once they are available.
4. In view of the heavy demand for this item, we advise you to place an order at once.
5. We will certainly revert to this matter as soon as the new crop is in.
6. We have the items in stock and can deliver as soon as we receive your order.
7. As required by you in your fax of May 4, we are giving you an indication of the FOB price of VC, at \$ 10,000 per ton FOB China port.
8. We have a large quantity on stock. On orders exceeding 200 tons, we grant a discount of 2%.
9. As prices are steadily rising, we would advise you to place orders without delay.
10. I'm sure you'll find our quotation acceptable and look forward to your order.

对外经贸术语注释

询价 (Inquiry) 又称“询盘”，是指在国际贸易业务往来中，

买方或卖方对所要购买或出售的商品向有关对方探询交易条件的行为，一般多由买方提出。询价内容除价格外，还可包括商品的规格、性能、包装、交货期、付款方式等交易条件，没有固定的格式。询价在法律上对买卖双方均无约束力，即买方发出询价后并不承担购买的义务，卖方也不承担必须答复的责任。

销售条件 (Sales Terms and Conditions) 销售出口商品的有关交易条件，通常 Terms 是指商品交易的价格、数量、付款条件等；Conditions 则指其他有关交易条件。这两个词经常连用。

交货 (Delivery) 卖方将货物的占有权转交买方的行为，也就是卖方按照交易双方商定的时间、地点和方式等规定将出售的货物交给买方。在国际贸易中，交货的条件和方式较多，如工厂交货、铁路交货、火车上交货、装运港船边交货、装运港船上交货、目的港船上交货、目的港码头交货等等。采取何种交货条件和方式，由买卖双方商定并在交易合同中明确规定。交货方式还有实际交货与象征性交货之分，前者是指货物的实际交割，即卖方将货物实际交给收货人，买方受领货物后应按合同规定将货款付给卖方；后者是指凭单交货，即卖方将代表货物所有权的证件（如约定的货物装运单据）交付买方就算完成了交货责任，买方就有按合同规定付款的义务。

价目表 (Price List) 又称“价格单”，由经营国际贸易的厂商定期或不定期向客户或社会发布的，一般有固定格式的商品售价表，供买方订货时参考。价目表内容包括商品名称、规格、价格和交货条件等。除另有注明外，价目表对印发人一般无约束力。

商品目录 (Catalogue) 经营国际贸易的厂商定期或不定期将其需要出售的商品编印成目录，注明价格，分送有关方面。商品目录上标明的价格对编印单位并无法律上的约束力。在一般情况下，其中都包含折扣或佣金在内，实际成交时常有所减让；但遇到某种商品市场行情上涨，销路激增时，其价格往往不予减让，