

上海交通大学出版社出版  
IMPORT EXPORT

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外贸进出口英语会话

(附译文、注释和练习答案)

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# 外贸进出口英语会话

Import/Export

(附译文、注释和练习答案)

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## 内 容 简 介

本书是英国伦敦 Cassell 公司出版的专业英语丛书之一，内容简明扼要，但包括了外贸业务主要环节，以一系列情景会话为基础，涉及对外贸易工作者日常业务活动的各个方面。较全面地收入了这方面的英语基本词汇和句型。每篇英语会话和概括背景知识的短文均附有中译文、英汉注释及综合练习，书后附有全部练习答案。本书所用英语规范、生动，符合当今外贸业务实际。读者研读后既能学习外贸业务，也可以学到现代流行的外贸英语。本书配有原版录音磁带两盒。

本书可作为外贸专业院校学生用教材，亦可供外贸工作人员使用。

## 外贸进出口英语会话

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## 译 序

为进一步适应我国对外开放政策，扩大我国对外贸易及发展的需要，使目前从事或即将从事外贸工作的干部和学员自己的外贸业务素质，特别是英语水平，我们编译了这本书——《外贸进出口英语会话》(Import/Export) 以下简称《会话》。

《会话》系英国伦敦Cassell公司出版的专业英语丛书之一，作者Philip Bedford Robinson,《会话》语言规范、生动活泼，符合外贸业务实际，是一本较理想的教材。

《会话》共分为十三个单元，每个单元包括下列几个部分：

课文——主要以系列情景会话为基础，涉及对外贸易工作者日常业务活动的各个方面。如买卖合同条款、运输、海关手续、保险、单证、付款、销售、广告等，内容简明扼要。由于《会话》包括了外贸业务的主要环节，较全面地收入了这些方面的基本词汇、句型及习惯用语。

阅读理解——每篇会话配有一篇短文，内容概括外贸业务某一环节的背景知识。

术语注释——课文和阅读理解短文中有“•”号者为专业术语，加有中文注释。

练习——每个单元有五套内容丰富、形式多样的综合练习，可对学员进行句子结构、词汇、词组、句型及理解能力等方面的训练。

译文——为帮助广大学员或自学者检查学习这本教材的学习效果，练习后附有课文和阅读理解短文的参考译

文。

附录有练习答案和配有英语注释的术语汇编。术语音标，以英国丹尼尔·琼斯 (Daniel Jones) 的语音词典为广大自学者提供标准发音。

全书还配有课文和练习的原版录音磁带。

本书内容虽属外贸专业，但主要目的并非单纯讲识，而是通过外贸专业进行英语教学，故无论对即将从易实际工作或已涉足外贸而欲在英语方面取得进一步提有极大帮助。

本书译著过程中，得到了上海外贸学院邹博文教授支持，在此表示感谢！

由于时间仓促，学识有限，有不当之处，请指正。

译 者

1987年3月

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Unit 1 <sup>Foreign Trade and</sup> Foreign Trade and  
Foreign Travel

Dialogue

Ashok Patel, a junior executive in a Bombay office, is talking to his manager, Mr. Pednekar.

Mr. Pednekar: If only the monsoon would break! Turn the fan up, would you, Ashok? I'm certainly looking forward to our new air-conditioned office! Still, you're getting out of it for three months—you'll probably have snow in London. From what I remember, anything can happen in an English summer. Are you all packed and ready to go tomorrow?

Ashok: Yes, I'm booked on the Air-India morning flight.

Mr. Pednekar: Now, shall we just summarize what I'd like you to do in Europe?

Ashok: Yes, but first, Mr. Pednekar, I'd like to know if I've got our relationship with Hershman Metal and Produce straight. They're an associated firm, aren't they?

Mr. Pednekar: Well, we used to be one of their subsidiaries.

but now they only have a thirty per cent shareholding, so we're an associate. But we still give each other preferential payment terms—\*telegraphic transfer instead of \*letter of credit.

**Ashok:** So if we're in the same family of companies they'll be perfectly open with me about their business?

**Mr. Pednekar:** Up to a point,<sup>1</sup> yes. But don't forget that we want to develop direct contacts with Continental buyers for ourselves

Take<sup>2</sup> vegetable oils. As you know, we ship castor and linseed and groundnut oil to Hershman Metal as \*principals in the U.K., but they also place \*indents on us for their Continental buyers, on a \*commission basis. It's time we shipped to some of those buyers direct! So I'd like you to find out who they are, and meet them, if you have the opportunity.

**Ashok:** You also want me to look into some of the \*short weight and quality claims we've had on our oil and sheepskin leather shipments, don't you?

**Mr. Pednekar:** Yes. I want you to see for yourself how our \*consignments are \*cleared in London, and whether their sampling and testing me-

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<sup>1</sup> up to a point: not completely

<sup>2</sup> take (something): think of (something) as an example



methods are the same as ours.

In general, I want you to see the other end of the business, and make as many new contacts as you can. It's always easier to do business with someone you know.

Ashoka

I see.

Mr. Pednekar: Then there's the import side; essential oils, for instance. We're getting most of our supplies from Grasse in France, but on your way back I hope you'll be able to see some Swiss suppliers and find out whether they can offer better prices and terms in any particular line.

Ashok: I hope my \*foreign exchange allowance will cover it, and how about the Furnishing Trade Exhibition at Munich? Do you want me to concentrate on selling \*cottage industry goods there?

Mr. Pednekar: I'm not sure whether it'll be Munich. There are trade exhibitions going on all over Europe at this time of year. Hersham Metal will tell you which one is most suitable. And you probably won't actually sell much. What you've got to do is make contacts with buyers and find out just what it is they want—Kashmir wool or Benares brass or sandalwood or ivory, or whatever. And you can also size up<sup>3</sup> the \*competition—find out the prices quoted

<sup>3</sup> size up: estimate, judge

by other Indian firms who are displaying similar goods.

Ashok:

One thing worries me, Mr. Pednekar. Shall I be able to get <sup>(vegetarian)</sup> vegetarian food over there?

Mr. Pednekar:

<sup>(personally)</sup> Oh yes-though not as spicy as ours! Personally I gave up being a vegetarian when I studied in the U.K. When in Rome, do as the Romans do.<sup>4</sup> Now I couldn't do without meat!

### Reading and Comprehension

Each country has to import the articles and commodities it does not itself produce, and it has to earn foreign exchange to pay for them. It does this by exporting its own manufactured articles and surplus \*raw materials. Thus the import and export trades are two sides of the same coin, and both can have beneficial effects on the home market. Imports create competition for home-produced goods; exporting gives a manufacturer a larger market for his products, so helping to reduce the \*unit cost. In each case the effect is to keep prices in the home market down.

But there may be factors that compel governments to place restrictions <sup>492-92-21</sup> on foreign trade. Imports may be controlled or <sup>restriction</sup> subjected to a \*customs duty to protect a home industry, or because the available foreign exchange has to be channelled into

---

<sup>4</sup> When in Rome, do as the Romans do *proverb*: You must behave in the same way as the people in whose <sup>country</sup> you are

buying more essential goods. And exports, too, may be restricted, to conserve a particular raw material required by a developing home industry.

These factors mean that importing and exporting are subject to a lot of formalities, such as \*customs entry and \*exchange control approval, from which the home retail and wholesale trades are free. They also mean that foreign trade involves specialized knowledge, and highly-trained personnel,

Personnel

the personnel department

人事处

where in Rome. do as the Romans do

## 术语注释

associated firm 联号

若两家公司的大宗股票为同几个人所持有，则彼此即为联号；这两家公司的方针政策由这两家董事会的董事共同协调。

subsidiary 子公司(附属公司) *Sub'sidiary*

受另一家公司控制的公司，即为该公司的子公司。

telegraphic transfer 电汇

汇兑方式之一。通过电报指示，银行将资金从某一帐户转至另一帐户。

letter of credit 信用证

一种文书，是买方在卖方按照合同条款交货后通过银行承担向卖方付款的责任凭证。此文书授权卖方向开证人签发汇票，开证人负有汇票到期时兑付汇票的责任。

principals 主体人, *prin'sipals*

是以自己的损益进行买卖的企业。与代理人相反，代理人则是以主体人的损益进行买卖。

indent 订单, 订货 *in'dent*

通常指通过代理进行的订货。此术语来自过去法律上的习惯做法：将一式两份或几份的文件，撕去或按犬牙状割开边角，验证时若文件拼拢相符，即为有效。此词亦可用作动词。

commission 佣金

给代理的报酬，通常按所售出或所经营货物金额的百分比来计算。

short weight 短交，短重

当收货人发现货物抵达后，其数量少于发票及其他单证规定数额时，可向供货商提出短重索赔。

consignment (寄售)货物

由一方发往另一方的一批货物。

clear 结关，通关

办完全部必要的报关手续，使货物通过管辖的海关。

foreign exchange allowance 外汇限额

政府批准给予某公民作特定用途(如旅游)的一笔外币。

cottage industry 家庭手工业

指个人在家中而不是在工厂所从事的一项工业生产，如手工纺织及其他传统工艺。

competition 竞争

Competition 竞争

供货商经营同一产品或商品。

raw material 原料

不适宜立即消费但可用于生产过程的天然产品。

unit cost 单位成本

大规模生产中一单位量货物的成本；一般说来，某一项货物其生产数量越大，则单位成本越低。

customs duty 关税

Custom 海关

对进口或出口货物所征收的税金。

customs entry 报关

进口或出口时，需向海关呈交已签证的单据，以声明已符合一切有关规定。

exchange control 外汇管制

管理使用外币进行交易的规章制度，尤其是管理由国外转入或转出国外的资金。

## EXERCISE 1

Notice this structure from the conversation:

**I'd like you to find out who they are.**

This is a polite way of saying: Find out who they are.

Change the following sentences to this polite form, using the prompts. Begin with **I'd like to** and change the pronoun accordingly.

- |  |             |
|--|-------------|
| 1. Book me a ticket.                     | <i>you</i>  |
| 2. Give us preferential payment terms.   | <i>they</i> |
| 3. Develop direct contacts.              | <i>he</i>   |
| 4. Ship to these buyers direct.          | <i>we</i>   |
| 5. Find out who he is.                   | <i>she</i>  |
| 6. See how the consignments are cleared. | <i>you</i>  |
| 7. Meet our Swiss suppliers.             | <i>he</i>   |
| 8. Go to the trade fair.                 | <i>she</i>  |

## EXERCISE 2

Notice this structure from the conversation:

**Find out whether they can offer better prices.**

Use this structure to respond to the following questions:

**Example:** Can they offer better prices?

**Response:** Find out whether they can offer better prices.

1. Can they offer better prices?
2. Will my foreign exchange allowance be sufficient?
3. Are we competitive?
4. Shall I be able to get vegetarian food?

5. Are the Swiss suppliers reliable?
6. Did we ship castor or linseed?
7. Did they have a thirty per cent shareholding?
8. Do they still give us preferential payment terms?

### EXERCISE 3

Notice this structure from the conversation:

It's time we shipped to those buyers direct.

Use this structure to make complete sentences from the following prompts:

1. you leave/for the airport
2. they develop/direct contacts
3. I appoint/an agent
4. we get/supplies from Switzerland
5. you meet/them
6. the British become/our trading partners
7. our consignments are sampled/in London
8. we do business with people we know

### EXERCISE 4: COMPREHENSION QUESTIONS

1. How does a country earn foreign exchange?
2. Name one reason why imports may be controlled.
3. How does importing have a beneficial effect on the home market?
4. How is the unit cost of a product reduced by exporting?
5. Why may exports be restricted?

6. Is the home retail trade subject to exchange control regulations?
7. Name one type of preferential payment terms quoted to a favoured customer.
8. What sort of product comes from Grasse in France?

## EXERCISE 5

Complete the following sentences, using the appropriate words from the list below:

hope	happen	whether	forward
open	contacts	indents	direct

1. They'll be perfectly\_\_\_\_\_with me about their business.
2. They also place\_\_\_\_\_on us.
3. Anything can\_\_\_\_\_in an English summer.
4. I'm looking\_\_\_\_\_to our new air-conditioned office.
5. I\_\_\_\_\_my foreign exchange allowance will cover it.
6. I'm not sure\_\_\_\_\_it'll be Munich.
7. We ought to ship to the buyers\_\_\_\_\_.
8. I want you to make as many\_\_\_\_\_as you can.



## 参考译文

### 第一单元 对外贸易和国外旅行

#### 对话

孟买办事处的科长阿肖克·佩特尔正在和经理佩德内卡谈话。

**佩德内卡先生：**这雨季要是过去了该有多好！阿肖克，把电扇打开好吗？我可是在盼着那间有空调的新办公室！不过你要走开三个月——伦敦也许倒要下雪了。我记得，英国夏天的气候可真是变幻莫测的。你都准备好了，明天动身吗？

**阿肖克：**是的，我已经订好了印度航空公司的早班机票。

**佩德内卡先生：**那末我们现在来归纳一下我让你去欧洲的任务，怎么样？

**阿肖克：**好。不过，佩德内卡先生，我想先搞清楚我们和赫沙姆五金土产公司之间的关系，现在是一家联号，我这么理解对吗？

**佩德内卡先生：**嗯，过去我们一直是他们的一家子公司，不过现在他们只有我们百分之三十的股票，所以我们成了联号。尽管如此，彼此都给予对方特惠付款条件——采用电汇而不用信用证方式。

**阿肖克：**这么说要是我们是属于同一个集团，他们会开诚布公地和我交谈他们的业务情况了？

**佩德内卡先生：**只能说在一定程度上是这样。但是，别忘了我们还得为自己的公司同欧洲大陆买主建立起直接的联系。

拿植物油来说吧，我们把赫沙姆公司看作英国客户，向他们出售蓖麻油、亚麻子油和花生油；但他们也代欧洲大陆买主向我们订货，从中赚取佣金。该是我们直接向其中一些买主出口的时候了！所以我要你去查一下这些买主是谁，假如有机会的话，和他们见见面。 opportunity

**阿肖克：**你不是还叫我去调查一下几笔油料和羊皮出口业务中的 sheepskin