

◆ 高等经贸院校教学用书  
◆ 对外经贸谈判参考用书

陆墨珠 编著

# 国际

# 商务英语会话

*International  
Business Talks*

# WTO

中国对外经济贸易出版社



高等经贸院校教学用书  
对外经贸谈判参考用书

# 国际商务英语会话

## INTERNATIONAL BUSINESS TALKS

陆墨珠 编著

中国对外经济贸易出版社

## 图书在版编目 (CIP) 数据

国际商务英语会话/陆墨珠编著. —2 版. —北京:  
中国对外经济贸易出版社, 2002.8  
高等经贸院校教学用书 对外经贸谈判参考用书  
ISBN 7-80004-764-4

I. 国... II. 陆... III. 国际贸易—口语—  
高等学校—教材 IV. H319.9

中国版本图书馆 CIP 数据核字(2002)第 039862 号

---

高等经贸院校教学用书  
对外经贸谈判参考用书  
**国际商务英语会话**  
**INTERNATIONAL BUSINESS**  
**TALKS**  
陆墨珠 编著  
中国对外经济贸易出版社出版  
(北京市安定门外大街东后巷 28 号)  
邮政编码: 100710  
电话: 010—64269744(编辑室)  
010—64220120(发行二部)  
E-mail: cfertph@263.net  
网址: [www.cfertph.com](http://www.cfertph.com)

新华书店北京发行所发行  
煤炭工业出版社印刷厂印刷  
850×1168 毫米 32 开本  
8.75 印张 227 千字  
2002 年 7 月第 2 版  
2002 年 7 月第 1 次印刷  
印数: 5000 册  
ISBN 7-80004-764-4  
H·123  
定价: 16.00 元

---

## 出版说明

为了适应我国加入世界贸易组织(WTO)后对外开放进一步扩大新形势和对外经济贸易关系日益广泛发展的需要,使广大英语学习者能了解和掌握国际商务英语会话的语言特点及其应用方法、习惯等基本知识和技巧,提高国际商务英语会话应用能力和水平,并在对外经贸业务活动中确切地加以操作运用,现由对外经济贸易大学陆墨珠教授在其原著《经贸英语会话》教材的基础上,根据当前我国对外经贸业务活动的实际情况进行补充修订,编写《国际商务英语会话》一书,作为高等院校经贸专业英语教材和对外经贸工作人员业务参考用书,并经作者授权由中国对外经济贸易出版社出版。

陆墨珠教授曾在对外经贸部任部领导翻译,多年从事对外经贸英语翻译工作,参加过许多重要对外经贸会谈和政府贸易代表团出访谈判等国际商务活动;以后又长期从事对外经贸英语教学和科研工作,曾任对外经济贸易大学经贸英语研究生导师和中国国际贸易学会国际商务英语研究委员会顾问,并且曾赴英、美等国进行学术交流活动,因此积累了丰富的国际商务英语教学的实践经验,并具有较高的造诣。其编著的《国际商务函电》、《外贸英语应用文》等经贸英语教材,已被许多高等院校采用;其中《国际商务函电》一书还曾被对外贸易经济合作部选定为全国外销员统考参考书,并被评定为全国外经贸系统优秀教材。

《国际商务英语会话》一书的主要特点,是其内容简明而丰富,密切联系当前我国对外经贸业务工作实际,实用性和可操作性较强。全书共分为15课,其中不仅包括国际商品进出口贸易活动中各主要业务环节的会谈内容,还包括与国际经济合作和技术贸易

有关的业务会谈内容,如国际信贷、交钥匙工程项目、工程分包、合资经营、投标与技术转让,等等。此外,与商务活动有关的谈判约会、宴请和求职面试等会话也单列一课。每课除英语课文外,还配有常用英语基本词句、对外经贸英语注释以及每课课文中文译文、有关练习及其参考答案等参考材料。本书内容基本上适合广大国际商务英语学习者的需要,相信本书的出版将会受到读者的关注和欢迎。

中国对外经济贸易出版社

2002 年 6 月

# 前言

国际商务英语是国际商务活动中国际通用的一种专业语言,也是开展对外贸易和经济合作各项业务活动的重要工具;国际商务英语会话作为直接进行对话交谈以沟通思想、交流情况和交换意见的工具,在国际商务往来中更有其独特的重要功能和作用。

我国实行改革开放以来,随着对外开放的不断扩大,我国同世界各个国家和地区的经济合作与贸易关系迅速发展,对外经济贸易往来和交流活动日益增多,国际商务英语在我国经济生活和工作中的应用范围也日益扩大,并已成为各经贸高等院校教学的一项重要专业课程。特别是2001年我国加入世界贸易组织(WTO)后,随着对外开放的进一步扩大和对外经贸关系进一步向纵深发展,国际商务英语的应用领域和范围更加广泛,社会有关各界学习国际商务英语的人士也日益增多,因而对国际商务英语各类教材和参考用书的需求也更加旺盛。为了适应当前改革开放新形势下广大国际商务英语学习者的需要,现由对外经济贸易大学教授、经贸英语研究生导师陆墨珠在其原著《经贸英语会话》教材的基础上,根据当前我国对外贸易与经济合作各项业务活动的实际情况和对外商务谈判的主要内容进行补充修订,编写《国际商务英语会话》一书,作为有关高等院校经贸专业英语教学用书和对外经贸工作人员英语自学参考用书,由中国对外经济贸易出版社出版。

本书的基本特点和要求,是使读者通过学习,初步掌握国际商务英语会话的语言特点及其应用方法、习惯等基本知识和技巧,在涉外工作中根据实际情况和需要,比较确切地运用英语对外进行一般商务联系和经贸业务谈判以及有关生活接待。为此,本书主

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及基本口语词句,按照一般对外经贸业务的主要环节和不同业务项目联系交往情况,分为 14 课有关对外贸易与经济合作业务谈判和 1 课有关生活接待与求职面试和会话;每课包括两种不同典型的会话内容。书中还附有常用英语基本词句、对外经贸术语注释以及有关课文译文、练习及其参考答案等参考材料。以上编写方式和方法,使本书内容比较简明而丰富,而且密切联系当前我国对外经贸业务工作实际,实用性和可操作性较强,有助于读者比较确切地了解 and 掌握国际商务英语会话的基本知识和技巧,从而提高其应用能力和水平。

本书在编写过程中,曾得到对外贸易经济合作部人事教育劳动司有关领导和对外经济贸易大学黄震华副校长及国际交流学院王学文、李平院长等有关领导的指导和支持;还得到有关外经贸总公司提供部分素材,给予积极协助;初稿英语部分经美国专家 G. Masters 教授审阅;郭紫秋、马丹、赫聪、姚晶晶等同志协助参加了部分材料整理和编写工作;在此一并表示深切的感谢!

由于国际商务活动涉及的领域十分广泛,对外经济贸易业务谈判内容繁多,情况比较复杂,而本书内容和篇幅有限,难免有些疏漏和不足之处,欢迎读者结合实际学习和应用情况提出宝贵意见并加以指正,以便进一步补充修订。

编 者

2002 年 6 月

# CONTENTS

## 目 录

---

### LESSON 1 INQUIRY

- 第一课 询价 ..... (1)
- (1) General Discussion 一般性会谈 ..... (1)
- (2) Sales Promotion 促销 ..... (2)

### LESSON 2 ON PRICE

- 第二课 价格谈判 ..... (16)
- (1) A New Offer 提出新报价 ..... (16)
- (2) Bargaining 讨价还价 ..... (17)

### LESSON 3 PAYMENT TERMS

- 第三课 支付条件 ..... (30)
- (1) Payment by Letters of Credit 信用证付款 ..... (30)
- (2) For Better Terms 争取较好条件 ..... (31)

### LESSON 4 PACKING AND MARKING

- 第四课 包装与标志 ..... (44)
- (1) Inner and Outer Packing 内、外包装 ..... (44)
- (2) Marking and Labelling 标志与标签 ..... (45)

### LESSON 5 INSURANCE

- 第五课 保险 ..... (55)
- (1) Risks Covered 投保险别 ..... (55)
- (2) Open Cover 预约保险 ..... (56)



## **LESSON 6 SHIPMENT**

### **第六课 装运 ..... (68)**

(1) Mode of Shipment 装运方式 ..... (68)

(2) Container Transport 集装箱运输 ..... (69)

## **LESSON 7 DELIVERY**

### **第七课 交货 ..... (81)**

(1) Late Delivery 延期交货 ..... (81)

(2) Non-Delivery 未交货 ..... (82)

## **LESSON 8 CLAIMS AND ADJUSTMENTS**

### **第八课 索赔与理赔 ..... (92)**

(1) Cause of Damage 货损原因 ..... (92)

(2) Defective Goods 残次货物 ..... (94)

## **LESSON 9 CONSULTANCY**

### **第九课 咨询 ..... (107)**

(1) Processing Trade 加工贸易 ..... (107)

(2) Compensation Trade 补偿贸易 ..... (108)

## **LESSON 10 AGENCY**

### **第十课 代理 ..... (121)**

(1) A Proposal 提出建议 ..... (121)

(2) Sole Agent 独家代理 ..... (122)

## **LESSON 11 INTERNATIONAL CREDIT**

### **第十一课 国际信贷 ..... (133)**

(1) Financing Possibilities 融资可能性 ..... (133)

(2) Buyer's Credit 买方信贷 ..... (134)

## **LESSON 12 A TURN-KEY PROJECT**

### **第十二课 交钥匙工程项目 ..... (149)**

(1) Construction Work 施工 ..... (149)

(2) Subcontracting 工程分包 ..... (150)

## **LESSON 13 JOINT VENTURES**

### **第十三课 合资经营 ..... (161)**

(1) Equity Joint Ventures 股份制合资经营 ..... (161)

(2) Sending Experts 派遣专家 ..... (162)

## **LESSON 14 TENDERS AND TECHNOLOGY**

### **TRANSFER**

### **第十四课 招标与技术转让 ..... (174)**

(1) Tender Procedures 投标手续 ..... (174)

(2) Technical Know-how 技术诀窍 ..... (175)

## **LESSON 15 APPOINTMENTS, DINNERS AND JOB**

### **APPLICATION**

### **第十五课 约会、宴请与求职 ..... (187)**

(1) Making a Program 安排日程 ..... (187)

(2) Cancelling an Appointment 取消约会 ..... (188)

(3) A Dinner Party 宴请 ..... (189)

(4) A Job Interview 求职面试 ..... (190)

## **CHINESE VERSION OF THE TEXT**

### **课文中文译文 ..... (197)**

## **KEY TO EXERCISES**

### **练习答案 ..... (232)**

# LESSON 1

## INQUIRY

### 询 价

#### (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 to Canada.*

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 reported 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 specific contracts soon to enable timely delivery.

Cooper: I hope so, too. Now, I'd like some of your sales literature and the 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 the sale of 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 products are 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 steels compare 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.

今天上午他们问到你身体可好。

**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 100 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.

6 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  
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