

外贸英语

函电与谈判

浙江大学出版社
戚云方 编著

建立业务

合同

及

心

询价和报价 付款方式

心

心

电挂与电传 市场报导



外貿英語

函电与谈判



外贸英语

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浙江大学出版社

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Correspondence and Dialogue

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序

· 诸葛霖 ·

近十年来，科技的进步推动着生产力的发展。我国自从实行改革开放以来，国民总产值和对外经济贸易额成倍增长。国际贸易额的增涨幅度明显超过了国民总产值的增涨幅度。因此，如何培养一大批优秀的对外经济人才实为当务之急。在这种形势下，有关外经贸的教材和专著的出版发行相应地也得到重视，众多外贸书刊出现确实给对外经济、贸易、金融等院校的学员们提供了众多的学习材料。

但是，能满足理工科大学外语教学需要的外经贸教材尚不多见，这主要是因为可用于外贸实用英语学习的课时比较少，因此，必须把函电、谈判和行情三方面的内容编在一本教材之内，尽量使之互相呼应、配合，以便在短期内使学生取得最佳的学习效果。

戚云方同志所编写的《外贸英语（函电与谈判）》可以说是适应了这样的需要。它的内容相当丰富，各个贸易环节和有关的单、证相结合，颇为实用。再加电报、电传的运用，更是增加了它的实用性。可以预料出版后将会得

到理工科大专院校师生的欢迎。就这一意义来说,《外贸英语(函电与谈判)》具有创新的编写风格。

一九八九年四月五日

(本文作者系北京对外经济贸易大学英语系教授)

60707/72

01

前 言

自对外实行开放、互利、优惠政策以来，我国与世界各国间的经济贸易规模日益扩大。同时，我国拥有丰富的人力资源与自然资源，随着经济建设的加速发展，已成为世界上引人注目经济技术合作与投资的热点。这就需要一大批对外贸易与技术交流人才。为了拓宽外贸人才的知识结构，使他们既熟悉国际贸易业务，掌握政策，通晓外语，又擅长于某一门专业，如电子、化工、机械、仪表、纺织、食品等，我们必须发挥理工院校的优势，在理工院校中开设外贸英语课程，让有一定英语基础的学员选读此课，既学英语，又学外贸。这就是编写此书的目的。

本书作者早年曾与我国外贸函电权威诸葛霖教授和唐德荣先生共事多年，良师益友，得益匪浅。近年来，在为几所高校开设“外贸英语”课程与从事外事活动经验的基础上，充实大量进出口公司与外国有关公司及银行间来往函电、证件（如信用证、购货合同、售货确认书、发票、海运保险单等）知识，编写了这本实用外贸英语教程。全书共有十二课，前十课按整个对外经济贸易活动分为建立业务、询价

报价、价格争议、订货、付款方式、交货与装运、合同、保险、索赔与代理等节。可以说，前十课包括了整个贸易活动。而后两课则专门介绍国际商业电报与电传、市场报导等知识。

前十课按信函、对话、练习的体例编写。在信函一节，为使读者了解实际函电的体例，书中采用了多种书信格式。对话一节，则主要围绕信函的主题进行口头表达。为便于读者使用，对信函与对话两节中的贸易术语进行了详尽的注释。

在电报与电传一节，详细介绍国际商业电报的种类、字数计算方法、标点符号用法、通用缩写字、复合字以及替换字用法，电文中的语法现象和电传的使用。在市场报导一节中，详细介绍了市场报导的写法，并给出几个市场报导实例。最后，还有贸易词汇释义与贸易常用词缩写两个附录。

本书是有志于国际贸易、进出口业务的专业人员，及自学或报考外贸部门的青年读者的良友。

由于本书编写比较仓促，加之作者水平有限，书中讹谬挂漏，在所难免，尚希读者批评指正。

编者

1989年4月于浙大

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UNIT ONE

Establishing Trade Relations

Correspondence

(1)

Oriental Horizons Inc.
48 E. Main Street
Ramsey, NJ 07446
U.S.A.

April 25, 1989

Ningbo Textiles United
Import & Export Corp.
207 Kaiming St.
Ningbo, Zhejiang
P. R. China

Dear Sirs:

You were recommended to our company by the Bank of China, New York Branch which told us that you export Chinese textiles and cotton piece goods.

Our company imports general merchandise. We have been in business since 1935 and have wide experience in all the lines we handle.

Our bankers are Chase Manhattan Bank and the Hongkong & Shanghai Banking Corporation of Hongkong.

They can provide you information about our business and finances.

Please inform us of your trade terms and forward samples and product brochures. We hope that this letter will lead to profitable business to both our companies.

Yours faithfully,

G.P.Johnson (signed)
Manager

(2)

Cominowalt Ltd.
1095, Avenue of Hersham
Walbridge-on-Thames
Surrey, UK

Oct. 20th, 1989

China National Light Industrial Products

Import & Export Corp.

Zhejiang Branch

223 Tiyuchuang Rd.

Hangzhou, Zhejiang

P. R. China

Dear Sirs:

Your company's name has been given us by the Chamber of Commerce of London.

We wish to buy quality tea and coffee cups and saucers of different shapes, fully decorated with flowers or other designs.

If you can supply this type of merchandise, kindly airmail us a sample cup. Also, please enclose your price list and all suitable illustrations.

We await your early reply.

Yours truly,

John Stewart
General Manager

JS / MS

(3)

March 12, 1989

International Trading Co. Ltd.

34 Acadia Bay

Winnipeg, Manitoba R3T 3H9

Canada

Dear Gentlemen:

We learned from the Commercial Counsellor of our Embassy in Ottawa that you deal in table-cloths.

We sell Chinese table-cloths. They are of good quality and have fine workmanship. Chinese table-cloths are very popular

in Europe. We are sure that they will also do well in your country.

We are sending you under separate cover by airmail a copy of the latest catalog. Please let us know which items interest you—we will send you quotes and samples.

We hope to hear from you soon.

Faithfully yours,

Zhou Yan-ming
Manager
China National Textiles Import & Export Corp.,
Zhejiang Branch

Notes

1. *establishing trade relations* 建立贸易关系

In international trade, the importer is usually in one country and the exporter in another. They are separated sometimes by thousands of miles. There are several channels through which they can get to know each other.

1) Banks are always ready to supply the names and addresses of exporters in their respective cities.

2) In almost every town or city of the western coun-

tries, there is a chamber of commerce (商会). A chamber of commerce is an organization of businessmen. One of its tasks is to get business information and to find new business opportunities for its members.

3) Necessary information can be obtained from the Commercial Counsellor's office(商赞处).

4) Another way to get the information you want is through ads (广告) in the newspapers and magazines.

5) You may introduce yourself or be introduced by your friends.

2. *Inc.* incorporated [美、加]股份有限公司

3. *the Bank of China, New York Branch* 中国银行纽约分行

4. *cotton piece goods* 棉布

piece goods 匹头,布匹

5. *general merchandise* “杂货”。但不是“杂”项货物,而是相对大宗散装干货(如谷物、矿砂等)和液体散装物(如原油、汽油)等而言的普通有包装货物。

merchandise (总称)商品,货物

6. *line* one's trade or occupation, or the things he deals in.

e.g.

What's his line?

We have concluded a considerable business with Oriental Horizons Inc. in this line of business.

7. *Chase Manhattan Bank* 大通曼哈顿银行创立于1799年,当时叫曼哈顿银行(Manhattan Bank),后与美国第

三大银行蔡斯国民银行(Chase National Bank)合并, 改用现名。目前在纽约州和纽约市有 220 家分行, 在 100 多个国家与地区有 200 多家分行, 在美国商业银行中仍居第三位, 并为世界最大银行之一。

8. *the Hongkong & Shanghai Banking Corporation* 汇丰银行, 其总行设在香港, 伦敦有分行。它是港英当局授权的发行银行, 并执行港英当局的货币金融措施, 主要是调节香港外汇市场和货币供应量。它又是香港票据交换所的清算银行, 各银行均需在汇丰银行开立帐户, 经常存留一定的资金用于票据清算。

9. *finances the money resources, income, etc. of a company* 此处系指公司的财源、资金情况。(常用复数)

10. *trade terms* 贸易条款、条件(常用复数), 主要包括付款方式(mode of payment)、装运日期(date of shipment)等。

11. *forward vt. to send; dispatch; transmit*

12. *sample(s)* 样品、货样

a sample room 样品间

sample-card (衣料等的) 样品卡

13. *brochure* / 'brouʃjʊə / 小册子

14. *Yours faithfully* 结束语(Complimentary Close), 是结束函件时的客套用语。注意, 后加逗号, 如:

Yours faithfully,

Faithfully yours,

Yours truly,

Very truly yours,

有些商行也常用:

Yours sincerely,

Sincerely yours,

15. **UK (U.K.)** United Kingdom

16. *kindly* please

17. **JS / MS** identification initials 发信人和打字员的第一个字母。为了便于查考,商业信札里常将发信人及打字员的第一个字母打在签字的下两行的左边。一般常用的方式有:

JS:MS JS / MS JS:ms

18. *We are sending you under separate cover by airmail a copy of the latest catalog.* 兹另封航邮我最新目录一份。

under separate cover 另封、另邮

19. *quotes* quotations. *quotes* 比较口语化

Dialogues

(1) Where shall we start?

(Ms. Zhou Ling-long is showing Mr Johnson round the showroom.)

Zhou: Would you like to have a look at our showroom, Mr. Johnson?

Johnson: I'd love to.

- Zhou:* This way, please.
- Johnson:* Thank you. (Entering the room.) How beautiful!
- Zhou:* Where shall we start?
- Johnson:* It would take hours if I really look at everything.
- Zhou:* You may be interested in only some of the items.
- Johnson:* Let's look at those.
- Johnson:* Good idea! I can just have a glance at the rest.
- Zhou:* By the way, Mr. Johnson, how long have you been in this business?
- Johnson:* I've been in textiles for more than 20 years, but the company has been in business since 1935.
- Zhou:* No wonder you're so experienced.
- Johnson:* Textile business has become more difficult since the competition grew.
- Zhou:* That's true.
- Johnson:* Do you have a catalog or something that tells me about your company?
- Zhou:* Yes. I'll get you some later.
- Johnson:* Thanks. When can we work out a deal?
- Zhou:* Would tomorrow be convenient?
- Johnson:* Yes, that'll be fine.

(2) Direct contact is good for both sides.

(Zhang Ling is sent by Zhejiang
Import & Export Company to meet