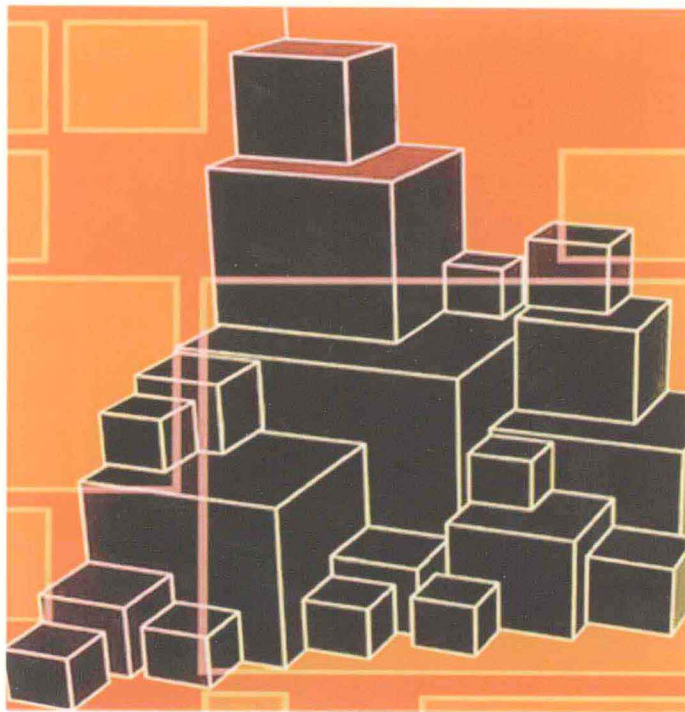




全国高等院校基于工作过程的校企合作系列教材



Communicative English
in Foreign Trade

外贸交际英语

主 编 张启途
企业顾问 张 慧



对外经济贸易大学出版社

University of International Business and Economics Press



全国高等院校基于工作过程的校企合作系列教材

外贸交际英语

Communicative English in Foreign Trade

主 编 张启途
副 主 编 徐小珺 范培国 王 楠
参 编 李 彬 刘倩倩 李玉香
都秀梅 张效颜 苗 茁
王文娟 张建红 王宇宁
企业顾问 张 慧

对外经济贸易大学出版社

中国·北京

图书在版编目 (CIP) 数据

外贸交际英语 / 张启途主编. —北京: 对外经济贸易大学出版社, 2013

全国高等院校基于工作过程的校企合作系列教材
ISBN 978-7-5663-0654-8

I. ①外… II. ①张… III. ①对外贸易 - 英语 - 口语
- 高等学校 - 教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2013) 第 043008 号

© 2013 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

外贸交际英语 Communicative English in Foreign Trade

张启途 主编

责任编辑: 胡小平 陈 健

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 260mm 11.25 印张 260 千字

2013 年 3 月北京第 1 版 2013 年 3 月第 1 次印刷

ISBN 978-7-5663-0654-8

印数: 0 001 - 3 000 册 定价: 29.00 元 (含光盘)

出版说明

教育部[2006]16号文中提出：“要积极推行与生产劳动和社会实践相结合的学习模式，把工学结合作为高等职业教育人才培养模式改革的重要切入点，带动专业调整与建设，引导课程设置、教学内容和教学方法改革。”与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高职高专院校英语专业的商务/应用/外贸/旅游等英语方向以及国际贸易、国际商务或财经类专业的学生；同时适用于全国各高等院校应用型本科英语专业的商务英语方向和国际贸易、国际经济、国际商务及国际工商管理 etc 商科专业的学生。

本系列教材主要呈现以下特点：

1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材涵盖三大模块：语言技能类、专业英语类、专业知识类。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。

语言技能类

商务英语听说
实用商务英语口语教程
国际商务英语口语实训
致用商务英语阅读（上册）
致用商务英语阅读（下册）

外贸函电与单证实训教程
商务英语函电
商务翻译实务
商务英语口译
英语语法实训教程

专业英语类

外贸交际英语
会展实务英语
酒店实务英语
商务礼仪实务英语
外事接待实务英语

中英文酒店服务实训教程
旅游英语口语
旅游实务英语
中英文导游实训教程

专业知识类

外贸跟单实务
进出口报关实务
报检实务
国际市场营销实务
涉外企业管理实务
生产物流运作实务

集装箱运输实务
国际贸易实务（双语版）
国际货运代理实务
国际商务单证实务
跨文化交际技巧——如何与西方人交往
商务谈判实务（英文版）

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的内容，以丰富整个体系。

同时，本套教材均配有辅导用书和 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

对外经济贸易大学出版社

2013 年 1 月

内 容 简 介

本教材基于贸易工作过程设计，根据贸易过程的 8 个基本步骤，设计 8 个基本贸易情景，涉及整个贸易工作流程中最重要的内容，分别为找客户、价格洽谈、付款洽谈、装运洽谈、包装洽谈、保险洽谈、签订合同、索赔洽谈。每个工作任务情景又分为基础知识、工作背景、商务对话、商务写作、实践拓展、仿真实训、综合练习等模块，整合外贸英语口语与外贸英语函电两大基本商务交际课程，突出工学结合、任务驱动教学要求，采用真实案例教学、互联网教学方式，就一个对外贸易业务内容从两个不同角度训练学生的说和写的不同商务交际能力。编者总结多年成功互联网贸易经验和教学经验，通过熟悉的真实工作案例，本着“够用为度”的原则，从英语交际、贸易过程、电子商务多个方面入手，突出岗位应用能力培养，组织教材编写。教材语言通俗易懂，内容新颖、实用。

本书可供高职高专院校国际贸易专业、商务英语专业、报关与国际货运专业、电子商务专业学生及其它相关院校学生、商贸行业培训学生及贸易从业人员、自学者使用。

前 言

随着全球经济一体化和国际贸易、尤其是互联网贸易的飞速发展，现代外贸交际的两大基本技能外贸英语口语与外贸英语写作越来越重要，Skype、MSN、TradeManager等现代网络即时通讯工具的使用及电子邮件函电交际的普及，成为现代贸易的基础交际手段。掌握互联网贸易、电子商务及基础英语口语与写作的基础知识，成为现代贸易业务人员的基本要求。

为适应现代贸易工作岗位交际需要，满足工学结合、任务驱动、项目导向教学要求，体现实际应用特点，特编写本教材。教材整合外贸英语口语、外贸英语函电两大基本商务交际课程，针对不同的外贸仿真案例，就一个具体贸易流程业务内容和具体贸易环节，从两个不同角度训练学生的说和写两种不同技能。避免了传统教材说和写分开，重复训练同一商务内容的不足。

本教材基于外贸工作过程设计，根据贸易过程的8个基本步骤，设计8个基本贸易情景，涉及整个贸易工作流程中最重要的内容，分别为找客户、价格洽谈、付款洽谈、装运洽谈、包装洽谈、保险洽谈、签订合同、索赔洽谈。每个工作任务情景又分为基础知识、工作背景、商务对话、商务写作、实践拓展、仿真实训、综合练习等模块，全书内容渗透现代最新商务知识和网络营销手段，利用现代交际工具实现商务口语和商务写作的基础交际需要。每个单元针对一个具体产品作为案例进行组织对话和函电，体现整个商务交际过程，具有系统性、真实性、实用性特点。

工学结合、任务驱动、项目导向教学模式是本书的编写依据，仿真实训适合采用分组讨论、角色扮演、启发引导等教学学习方法。建议本教材的学习主要在网络教室进行，以情景内容为基础，结合网络资源和实训环境，通过校企合作，灵活组织教学。

本教材主编张启途曾在中美合资企业从事10多年互联网贸易、计算机工程师、翻译等工作。现为山东潍坊职业学院国际商务学院副教授、计算机工程硕士、双师型教师、优质授课教师、优秀教师、山东省精品课程《商务英语函电》主持人。本教材内容选取大多源自主编工作真实案例，总结多年的贸易经验和教学经验，同时在校企合作企业外贸部经理张慧的大力帮助下，在广大优秀商务英语教师参与下共同完成的。本教材由张启途统编并审稿，范培国、徐小珺、王楠、李彬、李玉香、刘倩倩、王辉、王莉等参与了部分内容的编写，特别是徐小珺、李彬做了大量基础工作，合作企业外贸部经理张慧给予了大量贸易实践指导。在本教材的编写过程中，得到了对外经济贸易大学出版社领导和编辑的大力帮助，特别是谭利彬编辑给予了很大帮助，潍坊职业学院的各级领导也非常支持和关心本教材的编写，在此一并表示衷心地感谢。

由于编者水平有限，难免存在错误和不足之处，恳请专家、师生及广大读者对书稿中存在的不足，给以指正和建议，谢谢。

赠送课件说明

充实教学内容、丰富教学资源、改进教学方法是高校教师提高教学质量的基本思路，也是我们编写教材的宗旨。

为方便教师教学，我们配套制作了本教材的教学课件，免费提供给使用本教材的教师。为保证教师获得课件，请授课教师填写如下开课情况证明并邮寄（或传真）至下列地址，我们将在48小时内寄出课件，或给教师提供用户名和密码，在本社网站上下载课件。

联系方式：

地址：北京朝阳区惠新东街10号 对外经济贸易大学出版社市场营销部

邮编：100029

电话：010-64492342，010-64493877

E-mail: uibep@126.com

证 明

兹证明_____大学_____院_____系_____专业第_____学年_____学期开设的_____课程，采用对外经济贸易大学出版社出版的_____（书名、作者）作为本课程教材，授课教师为_____，共_____个班，学生共_____人。

授课教师需要获得与本书配套的教学课件。

授课教师联系方式：

地 址：_____

邮 编：_____

固定电话：_____

手 机：_____

电子邮箱：_____

特此证明

授课教师：_____（签字）

院/系主任：_____（签字）

（院/系办公室公章）

201 年 月 日

Contents

Scene One Getting Customers	1
Basic Knowledge.....	1
Work Background.....	1
Section 1 Speaking.....	2
Invitation to Canton Fair.....	2
Section 2 Writing.....	4
Establishing Business Relationships.....	4
Invitation to Trade Fairs.....	6
Sales Promotion.....	7
Section 3 Real Practice.....	11
Practical Skills.....	11
Do It by Yourself.....	13
Task of Practice: Search Buyers on alibaba.com by Key Words.....	15
Exercises.....	16
Scene Two Talking about the Price	21
Basic Knowledge.....	21
Work Background.....	21
Section 1 Speaking.....	21
Talking about the Price of QQ Kites.....	21
Section 2 Writing.....	24
General Inquiry.....	24
Specific Inquiry.....	26
Offer.....	28
Counter Offer.....	30
Counter-counter Offer.....	31
Acceptance and Order.....	32
Section 3 Real Practice.....	34
Practical Skills: How to Post New Products on alibaba.com?.....	34
Do It by Yourself.....	37
Task of Practice: Make Offers Based on FOB, CFR, CIF Terms.....	39
Exercises.....	40

Scene Three Talking about the Payment	47
Basic Knowledge	47
Work Background	47
Section 1 Speaking	47
Talking about the Payment	47
Section 2 Writing	50
Urging Establishment of L/C	50
Amendments to L/C	52
Extension of L/C	54
Section 3 Real Practice	56
Practical Skills: E-mail	56
Do It by Yourself	57
Task of Practice: Make the L / C against Risks	60
Exercises	62
Scene Four Talking about the Shipment	69
Basic Knowledge	69
Work Background	69
Section 1 Speaking	69
Talking about the Shipment	69
Section 2 Writing	72
Mode of Transportation	72
Date of Shipment	74
Asking to Allow Partial Shipment	76
Section 3 Real Practice	78
Practical Skills: Online Chatting Tool: TradeManager	78
Task of Practice: Prepare a Bill of Lading	81
Exercises	83
Scene Five Talking about the Packing	89
Basic Knowledge	89
Work Background	89
Section 1 Speaking	89
Talking about the Silk Garment Packing	89
Section 2 Writing	92
About the Way of Packing	92
Packing of Powder Goods	94
Packing of Fragile Goods	95

Section 3	Real Practice	99
	Practical Skills: Online Calling Tool: Skype	99
	Task of Practice: Prepare a Packing List	102
	Exercises	103
Scene Six	Talking about the Insurance	109
	Basic Knowledge	109
	Work Background	109
Section 1	Speaking	109
	Talking about Insurance	109
Section 2	Writing	112
	Asking for FPA Insurance	112
	Asking for All Risks and War Risks	113
	Asking for Amendment to Insurance Term in the L/C	115
Section 3	Real Practice	117
	Practical Skills: Online Communication Tool: MSN	117
	Task of Practice: Prepare an Insurance Policy	118
	Exercises	120
Scene Seven	Signing the Contract	125
	Basic Knowledge	125
	Work Background	125
Section 1	Speaking	125
	Signing the Contract	125
Section 2	Writing	128
	Drafting the Contract	128
	Reply to Drafting the Contract	129
Section 3	Sample Contract	131
Section 4	Real Practice	134
	Practical Skills: B2B websites Introduction	134
	Task of Practice: Draft and Amend the Contract	136
	Exercises	137
Scene Eight	Talking about Claims	145
	Basic Knowledge	145
	Work Background	145
Section 1	Speaking	145
	Talking about Claims	145

Section 2	Writing	148
	Claim for Bad Quality	148
	Claim for Short Weight Delivery	150
	Claim for Bad Packing	152
Section 3	Real Practice	155
	Practical Skills: Process of International Trade	155
	Task of Practice: Analyze the Case of Claim	161
	Exercises	162
References		167

Scene One

Getting Customers

Basic Knowledge

When vocational college students graduate from their business major, they will try to get their jobs. Most of them will work as foreign trade salesmen. The first working step is trying to get the foreign customers. This step is to establish business relationships. It is a beginning of a successful business. It is the most important work to establish business relationships with customers from a new or old company. It is helpful to win new customers and to enlarge the business and it is the key step to develop business and win benefits.

Both the sellers and the buyers are making efforts to get the contact information of the other side. Most common ways of establishing business relationships are as follows: Internet advertising, searching customer information online, posting products with detailed information on B2B database websites, such as alibaba.com, ecplaza.net, made-in-china.com, ec21.cn, commodity fairs exhibition, business delegation visits, friends introduction, etc. You may also contact the customers through banks, embassy, counselor, foreign branches to know some basic information including credit status and business situation as well as the business capability. In the Information Times, almost all sellers and buyers are doing this effort online. There are basically two ways for them to get the contact information of the other side: First, search information online through search engines and databases of the B2B websites actively. As a seller today, this is the most important way for them to get the buyer. It is not so easy for a seller to receive an enquiry from the buyer just because it is in a buyer's market with more sellers and less buyers in recent years. The buyer is easy to get more suppliers with competitive sellers waiting at home. Active struggling is the best way for the seller to do! Second, the seller should post products online and wait at home for buyers' enquiry. In this case, it is more helpful to get a sincere buyer and get more successful opportunities.

Work Background

Mr. Wang Dawei is a new comer of Weifang Kite Plant. He just graduated from Weifang

Vocational College, and his major is Business English. He was provided a table with a laptop online and an Alibaba account number. Of course, he was given a task of sales amount USD5,000 for the first year.

One day, when Mr. Wang Dawei is searching buyers on <http://www.alibaba.com>, he met Mr. Smith online, who is the manager of Global Trade Company, Kite Branch, England. They were talking through TradeManager online now. They made a dialogue on invitation to Canton Fair and wrote some e-mails.

Section 1 Speaking

Invitation to Canton Fair

Seller: Good morning, Mr. Smith. This is Mr. Wang from China. We got your name and address online. We noted your kites-buying information today. We are manufacturers of Weifang Kites. I hope you have interests.

Buyer: Nice to know you Mr. Wang. Surely we are looking for suppliers of Chinese Kites recently. So glad to get your phone call for this matter.

Seller: Great! We can surely meet your demand. We are one of the biggest kite plants in the world-renowned Weifang Kite Capital City.

Buyer: We are one of the most powerful wholesalers of kites in Europe. We wish to establish long term business relationships with your plant in the future.

Seller: The same idea. We will offer you top-quality kites in excellent designs with competitive price then.

Buyer: Wonderful! We should negotiate more details further. I will surely visit your plant ASAP.

Seller: The 111st Canton Fair will be held on April 15th, 2012. One purpose of my phone call today is to invite you to participate in this fair. New model kites will be exhibited on the fair.

Buyer: Thank you. I will surely go if there is no unexpected event. It will be my first time to China. Wish to get your help and wish to receive your invitation letter for visa application.

Seller: I will send you the invitation letter tomorrow and I will arrange for your coming. I'll meet you at LiuTing Airport in Qingdao then. Please give me your flight No. and detailed schedule if you have.

Buyer: So nice you are! I am sure we will establish the best business relationships. Wish we have a successful cooperation and get mutual benefits. I think we have a happy talking today. And so long time past. It surely wastes too much of your phone cost, I



think. Sorry.

Seller: This talk is excellent for value. I talk with you by Skype with almost no cost. Thanks for modern internet technology.

Buyer: China is developing so fast! Look forward to meeting you soon.

Seller: Contact me at anytime. Leave a message online. My TradeManager Account: rong123, MSN: abc@hotmail.com, QQ: 65578401.

Buyer: We are golden member of Alibaba too. My TradeManager No.: goeurokites115. Add me as your partner at anytime. See you later.

Seller: Thanks. Keep in touch. Goodbye.

Notes

1. Canton Fair 广交会

又叫作: Chinese Export Commodities Fair 中国出口商品交易会, 第 101 届后名称改为“中国进出口商品交易会”即“Chinese Import & Export Commodities Fair”, 每年的 4 月 15 日至 5 月 5 日和 10 月 15 日至 11 月 4 日分春秋两季在广州举行。广交会现在分三期举行, 每期都有不同的参展范围。是中国目前历史最长、层次最高、规模最大、商品种类最全、到会客商最多、成交效果最好的综合性国际贸易盛会。

参考以下相关名称

China Dalian Import and Export Commodity Fair 中国大连进出口商品交易会

State Ministry of Foreign Trade and Economic Cooperation 国家外经济贸易合作部

Northeast China Area and Inner Mongolia Export Commodity Fair 中国东北和内蒙古出口商品交易会

China Machinery and Electric Products Import and Export Chamber of Commerce 中国机电产品进出口商会

China Hardware, Mineral and Chemical Products Chamber of Commerce 中国五矿化工进出口商会

China Council for the Promotion of International Trade 中国贸易促进委员会

The Online Chinese Export Commodities Fair 在线中国出口商品交易会

Ministry of Commerce 商务部

China International Electronic Commerce Center 中国国际电子商务中心

2. We got your name and address online. 我们从网上获得你们的公司名称和地址。

3. manufacturer 生产方

表示身份的词还有: buyer 买方 seller 卖方 supplier 供方 exporter 出口商 importer 进口商 trading company 贸易公司 broker 中间商 service center 服务中心 agency 代理商 distributor 分销商 wholesaler 批发商 retailer 零售商

4. Weifang Kite Capital City 潍坊风筝城

说明：也叫做“World Kite Capital”，(世界风筝都)，每年的4月20日在此举办世界大型风筝会。

5. long term business relationships 长期业务关系
6. We will offer you top-quality kites in excellent designs with competitive price then. 届时我们会提供给您设计精美，价格有竞争力，质量最好的风筝。
7. ASAP=as soon as possible 尽可能快地
8. visa application 签证申请
9. LiuTing Airport 青岛流亭机场
10. mutual benefits 互惠互利
11. excellent for value 物有所值

Section 2 Writing



Establishing Business Relationships

When a seller gets a buyer's clear information, he will write his first letter to the buyer for business relationships. When a buyer gets the seller's supply information, he will also write his first letter to the seller for business relationships. If one side cannot get the information quickly, he will post his messages online waiting for some responses. All these letters should be taken careful consideration for the first impression.

Specimen Letter 1: Establishing Relations

Dear Sirs,

We got your name and address online. We know you are a wholesaler of kites in Europe. We are manufacturers of Chinese Kites in the Kite Capital City—Weifang. We may offer varied designs of kites in different colors and sizes. Details see our website <http://www.wfkites.com>.

We may send you samples later.

Wish you have interests for further negotiation.

Waiting for your response.

Best regards



Wang Dawei
Weifang Kite Plant
Add: 35, Weizhou Rd, Weifang, China
Tel:86-536-8881234
Fax: 86-536-8881235
E-mail:kite@wfkites.com

Writing Skills:

- How did you know me?
- Who are you?
- What are your products?
- Where are you from?
- What advantages do your products have?
- What is your website?
- How could I contact you?

Specimen Letter 2: Response to Establishing Relations

Dear Sirs,

Thanks for your email received this morning. We have a plan to buy Weifang kites in a large quantity. Pls offer your products catalogue and price list for reference. Each type should have detailed specifications.

Wish to have successful cooperation and mutual benefits.

Faithfully,
Mr. Smith
Global Trade Company, Kite Branch
Tel: +44-(0)-8707-353666
Fax: +44-(0)-8707-353667
E-mail: info@globaltrade.com
Website: <http://www.globaltrade.uk>

Writing Skills:

- Thanks for your contact
- We are interested in your products