

高职高专商务英语系列教材

新编

XINBIAN WAIMAO YINGYU HUNDIAN YU SHIXUN

外贸英语函电与实训

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前 言

《高职高专商务英语系列教材》是根据教育部制定的《高职高专教育基础课程教学的基本要求》和《高职高专教育专业人才培养目标及规格》的要求编写而成的。

本系列教材面向高职高专院校国际商务、经济管理类等相关专业编写而成的。充分体现了以就业为导向、市场需求为己任及学以致用原则;努力符合本学科的课程设置要求;本教材所选内容全面、新颖,把科学性、实用性和通用性结合起来,较好地解决了传统教材中存在的“所学非所用”和“所用非所学”的问题,给学生提供了一个模拟仿真的商务环境,使之毕业后能直接上岗。可以说系列教材是集教育界的教师们多年来的职业教学经验,在理论体系,组织结构和阐述方法等方面都做了一些新的尝试,特别是在突出实践教学环节,强调实用性和可操作性方面有其创新之处。

系列教材共含九册,《新编经贸英语会话》、《新编外贸英语函电与实训》、《新编外贸单证与实训》、《新编商务谈判技巧》、《新编商务英语听说》、《新编经贸英语阅读》、《新编英语应用文写作》、《新编求职英语》和《新编英语翻译技巧》。

《新编经贸英语会话》旨在最大限度地强化学生的语言沟通能力,最大限度地帮助学生将英语语言知识和经贸类专业知识有机地结合起来,使学生在模拟的外贸环境中,掌握大量的专业术语及操作技能。从而达到培养学生的经贸英语的综合运用能力和贸易业务的实际操作能力。

《新编外贸英语函电与实训》以外贸业务流程为脉络,系统地介绍了外贸业务交往中外贸英语函电的基本知识及写作技能,并以英文信函的格式全面展示了外贸业务从建立业务关系、询盘、报盘、还盘、接受到签订合同、催开或修改信用证、运输、保险、投诉、索赔和理赔等一系列业务情景。为了便于学生在学习过程中将外贸业务知识的学习与英语函电的学习紧密结合起来,本书还将同一笔交易中进出口双方当事人在不同交易阶段相互往来的多封英文信函编入一处。

《新编外贸单证与实训》详细地讲解了各种单证的制作方法和技巧;尽量做到理论部分简明扼要、通俗易懂;实训部分内容翔实、新颖、可操作性强;内容涵盖了最新的常用的各种外贸单证。强调讲授最新的制单规范和相关的国际贸易惯例,培养学生的综合制单能力。

《新编商务谈判技巧》精选简单实用的英语谈判技巧内容,突出语言的典型性和谈判场景的实用性,使学生了解基本的英语谈判技巧和跨文化交际原则。全书共分4章:商务谈判概述、商务谈判的类型与内容、商务谈判准备、商务谈判。

《新编商务英语听说》旨在培养学生英语语言的综合运用能力。内容包括出差、闲聊、租房、上网购物、商务礼仪、参观工厂、洽谈业务、交易会、财务事项、投资业务、观光、道别、求职、国际物流、保险与索赔、公共关系等。

《新编经贸英语阅读》旨在训练学习者通过阅读英语文章获取基础的经济与商务知识的能力。课文均选自国内外最新的经济与商务信息,内容包括基础经济理论介绍,银行业及信用卡服务、国际贸易潮流、电子商务、股票市场及税收等方面。选材内容既有经典的专业基础理论,又有最近的时事报道。还为阅读主课文 TEXT A 配备了大量的商务英语短语翻译、回答问题等不同形式的练习,以供学习者进行扎实的专业术语及基础语言训练之用。每单元课文后均附有词汇表与注释,方便学习者查阅。

《新编英语应用文写作》提供了各种常见、常用的应用文范例及实训写作指导,包括了最常见的英语应用文的写作特点、方法和要求等等,内容全面,是一本操作性很强的实用教材,也是广大英语学习者和教研工作者的良师益友。

《新编求职英语》旨在让学生了解求职的各个环节,运用现有的英语综合知识进行有效的求职活动。教材以求职的整个过程为线索,从英文招聘广告、求职信、英文履历、求职申请表的填写、如何进行网络求职、面试礼仪及面试技巧等方面给学生进行全面系统地指导,使学生对英文求职的内容和程序有较清晰的了解,并在附录中对求职过程中的关键部分所使用的句子、语气、方法及礼仪都给出了详细的例句和样例供学生学习与模仿,增强学生在求职过程中的信心和勇气。

《新编英语翻译技巧》共分两部分,即笔译与口译。笔译部分包括翻译概论、笔译技巧、词义选择、引中 and 褒贬、词类的转换、语序的变换、正反、反正译法、增译、减译法、否定句的译法、从句的译法、长难句的译法,以及色彩、习语的文化内涵比较与翻译,和新词汇的翻译等。口译部分包括口译的概述、基本技巧和口译的实践等。

前 言

本系列教材的编写得到了全国各兄弟院校及相关专家们的鼎力相助和悉心指导,在此谨致谢忱。由于能力和水平有限,不当之处在所难免,恳请各兄弟院校和读者在使用本教材的过程中给予批评和指正。

编 者

2012 年 8 月

编者的话

商务英语专业是我国加入世界贸易组织以来一直非常热门的专业之一,用人单位对该专业的人才所必备的英语素质和专业知识和技能水平的要求也越来越高。为了使高职院校培养的商务英语专业毕业生能够掌握一定的实用技能,我们编写了此书。

本书以外贸业务流程为脉络,系统地介绍了外贸业务交往中外贸英语函电的基本知识,包括各类商务英语书信、电传、传真和电子邮件的格式、常用语句和写作技巧,并以英文信函的格式全面展示了外贸业务从建立业务关系、询盘、发盘、还盘、接受到签订合同、催开或修改信用证、运输、保险、投诉、索赔和理赔等一系列业务情景。为了便于学习者在学习过程中将外贸业务知识的学习与英语函电的学习紧密结合起来,本书还将同一笔交易中进出口双方当事人在不同交易阶段相互往来的多封英文信函编入一处。

本书可作为三年制或二年制高等职业技术学院、高等专科学校、成人教育学院等大专层次的财经类专业商务英语课程教材,也可作为外贸专业人员的自修用书及具备中级英语水平的其他自学者的学习用书。

此次修订本教材,得到了省内外国际贸易行业专家的宝贵意见和大力支持,使得本教材的内容更具实践性、实操性,符合校企合作培养人才的原则,在此深表谢意。他们是:上海昌军进出口贸易有限公司总经理钟明军、业务骨干汪玉平;上海璐宇进出口贸易有限公司董事长王芳;南昌市锦洋对外贸易有限公司总经理尹爱军、江西物产进出口有限公司业务骨干李强、南昌鸿华进出口有限公司总经理刘秀华等。

编 者

2012 年 8 月

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Preface

Recent years, international trade plays an important role and have been contributing greatly to the Chinese economic development. Our import and export business have spread to most of the countries all over the world. Business English Correspondence is a core course to prepare the students, who majoring in Business English, International Trade and other related courses, for the field of international trade. It teaches students how to negotiate international business through letters and to acquaint the students with trading process and technical terms of foreign trade through introducing various English correspondences in real trade practices.

This course is a combination of English and international trade, which means, it will involve the knowledge of trade process, technical terms, and business English format. The mission of this course is to train the students to achieve three aims, which are aims of knowledge, aims of ability and aims of emotion. For the aim of knowledge, the students should be familiar with import and export business activities and understand relevant business knowledge, activities, English customary expressions. The aim of ability is to train the students have the ability to use English to solve practical problems, to deal with documents like contracts, L/C etc., and eventually, the students should have the ability to read, translate, and write business letters, fax and e-mails. As for aims of emotion, the students should firstly learn to follow international practice and rules, not only to negotiate by letters, but also to conclude the deal to both parties' satisfaction. Other aims of emotion are to train the students' profession ethics, and to improve the students' competitiveness.

Among the teaching contents and practical contents, the terms and conditions of a contract, which involve description of commodity, quality, quantity and packing; price; shipment; insurance; payment; claim etc.; are always the focus of teaching. This book displays the negotiating process, as well as some negotiating skills, of all the terms and conditions of the contracts through a number of letters, e-mails or fax.

As Business English Correspondence is a very practical course, we suggest the teaching schedule involve a special part: practical training classes, which would

greatly assists the students to put their theoretical knowledge into practice. To effectively conduct the practical training classes, provide or simulate certain trade circumstances are quite important. (Encouraging the students to work in foreign trade companies during vocation is always a good idea.)

Procedures of Business

I. What Are the Basic Procedures of Export Business?

In order to present a clear idea as to how the international trade proceeds, we think it advisable to explain first the basic procedures of the export business.

In fact, the basic procedures of the export business may be summed up in the following three stages, namely, preparation for export, negotiation of terms and conditions for the formation of a contract, and fulfillment of a contract.

1. Preparation for Export

The preparation for export involves market survey, pricing, preparing goods, advertising, contacting clients, etc. In a sense, the preparation for export lays a good foundation for the next stage, the negotiation of terms and conditions for the formation of a contract.

First of all, the market survey is a way to collect some related information about the international market so as to study and predict its future movement, all of which are the necessary basis for correct decisions. In international trade business, the market survey usually focuses on the specific importing country with regard to its political and economic conditions, its foreign policy and trade policy, its principle trading countries, its usual exporting and importing commodities, etc. The market survey also aims at the target market conditions of the importing country in general, the related products in particular, especially the varieties, styles, qualities, packing, etc. of the products and their sale, cost, consumption, prices, principle suppliers, etc. Meanwhile, the market survey should try to discover the prospective clients.

Second, the pricing is made on the basis of the market survey. It directly affects the profit of the exporter. What are taken into consideration when making pricing are the demand of the target market, the advantages and disadvantages of the exporting products, and cost accounting, etc.

Moreover, the advertising is an important way in the promotion of products. If it is properly used, advertising will effectively influence the buying decisions of clients in the importing country. The usual means of advertising includes newspapers, magazines, TV, radio broadcast, brochure, etc. the exporter's duty to obtain the exporting license or the quota before the negotiation of trade terms and conditions.

Furthermore, contacting clients to establish a stable sale network is above all important to an exporter. A reliable client with wide connections in his country is a sure way of minimizing risks and maximizing profits. When contacting a client for business for the first time, however, it is always advisable to take a policy of caution. The exporter needs to get such necessary information about the client as reputation, credit, financial status and business mode, etc. before concluding a transaction, especially one that involves a large sum of money.

Last but not the least, in some business; the exporter may be required to apply for an exporting license or a quota according to the regulations of our country. It is the exporter's duty to obtain the exporting license or the quota before the negotiation of trade terms and conditions.

2. Negotiation of Terms and Conditions for the Formation of a Contract for Export Business

Negotiation of trade terms and conditions for formation of a contract for the export business is one of the most important stages in foreign trade to maximize the exporter's profit. The negotiation is usually conducted either in words, i. e. talks in person or through telephone, or in writing, i. e. business correspondence which includes letters, telexes, cables, faxes, e-mails, etc.

Generally speaking, a business negotiation goes through such steps as inquiry, offer, counter-offer, and acceptance before a contract is concluded.

To be more specific, a business negotiation begins with an inquiry about the possibility of doing business or the purchase or sale of a certain commodity. An inquiry from a buyer (importer) asks for the possibility of buying a certain commodity and its price, etc. while an inquiry from a seller (exporter) asks for the possibility of selling a certain commodity in the importing country.

When a seller receives such an inquiry either in words or in writing, the seller, if he has the products to sell, may send either a non – firm offer or a firm offer to the interested buyer. A non – firm offer is usually sent in the form of a quotation, which includes catalogue, price list, etc. for the reference of a buyer. A non – firm offer is but an invitation to offer and is legally an offer without engagement, which has no binding force upon the offerer. A non – firm offer is subject to the offeror's confirmation even if the offeree accepts it. However, a firm offer is made to a specific person or persons (legally termed as offeree) to express or imply a definite intention of the offerer to make a contract under clear, complete and final trade terms set therein. It should indicate price terms, quantity, shipment, payment, and validity, etc. It is legally an offer with engagement, which has the binding force upon the offerer within the validity. Once a firm offer is properly accepted by the offeree, the transaction is then concluded.

On the other hand, a buyer may also send his buying offer which is referred to as bid usually in the form of an order which, likewise, puts forward the price, quantity, shipment payment, etc., for the interested seller to accept.

If the party who receives an offer disagrees with the trade terms and conditions set, he may either decline it or make a counter – offer, that is, to put forward partial amendment to the trade terms and conditions of the original offer or even puts forward a completely different new offer. Anyhow, a counter – offer is, in fact, a new offer.

If the party who receives an offer accepts it, the acceptance should be unconditional without any change of the trade terms and conditions. Even partial acceptance with some changes on the original offer constitutes a counter – offer.

As mentioned before, the formation of a contract should be in writing usually in the form of an international sales contract or a sales confirmation for the purpose of clarifying both parties' contractual obligations and facilitating their fulfillment unless otherwise agreed upon by both parties.

3. Fulfillment of a Contract for Export Business

At present, most of our export business is done on CIF basis and requires payment by documentary credit. To ensure the fulfillment of a contract for the

exporting business, therefore, an exporter should see to it that everything concerning the exporting business be done without fail, in particular in such affairs as to prepare goods for export, to secure documentary credit, to arrange for shipment and to get ready all shipping documents for the settlement.

The preparation of goods for export should be in accordance with the stipulations of a contract, such as requirements for quantity, quality and packing, all the necessary certificates, i. e. certificate of origin, certificate of quality, certificate of quantity, etc.

In most cases, the payment is made through a documentary credit. Therefore, it is of vital importance to urge the importer to establish a covering L/C in time. Upon receipt of the credit, the exporter should always examine it carefully to make sure that the L/C stipulations agree with the contract. In case of anything that is not in line with the contract stipulations, the exporter should inform the importer immediately for an amendment. Or the exporter will risk a failure to collect the payment from a negotiating bank after the shipment is made.

Shipping documents mainly refer to commercial invoices, bill of lading, insurance policies and other documents as required by the credit. They should be made strictly in accordance with the L/C stipulation.

After the exporter's collection of payment from the negotiating bank, the export business ends.

II. What Are the Basic Procedures of Import Business?

Somewhat similar to those of the export business, the basic procedures of the import business may be divided into three major stages. They are preparation for import, negotiation of terms and conditions for the formation of a contract, and fulfillment of a contract. But naturally the focus of attention in each stage differs from that of the export business.

1. Preparation for Import

The market survey still plays an important role in the import business. The market survey helps collect information necessary for the importer's analytical study of the capability, reputation, credit standing and business mode of both the producers and suppliers, and his comparison of prices, qualities,

specifications and technology of similar products so as to select reliable clients, and minimize the importing cost.

In some cases, the importer should apply for an import license or a quota before the negotiation of trade terms and conditions with foreign exporters.

2. Negotiation of Terms and Conditions for the Formation of a Contract for Import Business

The process of the negotiation of terms and conditions for the formation of a contract for the import business is similar to that of the export business. It aims at reducing the importing cost and safeguarding the importer's profit. But after the negotiation, the importer needs to sign a purchase contract or purchase confirmation with the foreign exporter so as to clarify both parties' obligations and enable the fulfillment of the contract.

3. Fulfillment of a Contract for Import Business

If the import business is concluded on the basis of FOB or FCA and requires payment by documentary credit, the importer has the obligation to open an L/C through a bank, book shipping space or charter a ship, advise loading date, arrange for insurance affairs, take delivery of the goods, make payment, make import entry at customs and import inspections, etc.

With the completion of this stage, the whole import business ends.